

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

MAMMOTH MORNING GLORY

Clark's Earliest Heavenly Blue

Most pleasing of all Morning Glories, this variety blooms a profusion of beautiful sky blue flowers 3 to 4 inches across. Vines 10 to 15 feet from seed sown in open ground after soil warms up, or may be started earlier in individual pots. This strain, developed in Colorado, is extra early. **Pkt. 10c; 3 pkts. for 25c; 1/2 oz. 50c; 1 oz. 90c.**

JAPANESE MORNING GLORY Colors run from white through all shades of blue and red, from palest pink to darkest reds and purples. The leaves are very ornamental. **Pkt. 10c; 3 pkts. 25c; oz. 30c.**

TALL MORNING GLORY Always popular for fences and screens, etc. Fine mixed. **Pkt. 5c; oz. 20c.**

DWARF MORNING GLORY Bushy growth good for beds or borders. Mixed colors. **Pkt. 5c; oz. 20c.**



Clark's Earliest Heavenly Blue Morning Glory

Colorful Cosmos

Sensation Pinkie This delightful rose pink shade of the Sensation type is a favorite for cut flower use. Flowers of immense size, 4 to 5 inches or more in diameter, are carried on very long strong stems and are freely produced on plants which reach a height of 3 to 4 feet. **Pkt. 15c.**

Sensation Purity Glistening white similar to Pinkie except for color. **Pkt. 15c.**

SENSATION MIXED Award of Merit, All-American Selections, 1936. Mixed colors of the Sensation type, from which Pinkie and Purity were developed. **Pkt. 15c; 1/4 oz. 35c.**

Orange Flare Gold Medal, All-American Selections, 1935. Early strain selected from "Klondyke." Blooms deep vivid orange, with foliage of light green. **Pkt. 10c; 1/4 oz. 25c.**

Early Giant Easy to grow. A good old time favorite, still popular. Early, large and a rapid grower. Comes in **Pure White, Rich Crimson, Lovely Pink, or Mixed Colors.** **Pkt. 10c; 3 pkts 25c; 1/2 oz. 30c; 1 oz. 50c.**



*Cosmos
"Sensation
Pinkie"*

*Special Collection . .
1 pkt. each, Pinkie,
Purity and Orange
Flare, 40c value, for*

30c

LONG'S

1938 SPRING GARDEN BOOK
The J.D. Long Seed Co.
BOULDER, COLORADO

Sweet Scented Double Nasturtiums

Golden Gleam The original sweet scented double Nasturtium. Very free blooming. Plant nearly covered with golden blossoms. **Large Pkt. 10c, oz. 20c.**

Mahogany Gleam Dark Mahogany red of unusual color. **Large Pkt. 15c; oz. 25c.**

Orange Gleam The deep glowing golden orange is a new color in the Nasturtium family. Showy in garden and lovely for cutting. **Large Pkt. 10c, oz. 25c.**

Salmon Gleam A delicate golden salmon. **Large Pkt. 15c; oz. 25c.**

Scarlet Gleam Immense blossoms of fiery orange scarlet. Plants semi-dwarf. Long wiry stems bear the many flowers well above green foliage. **Large Pkt. 10c, oz. 20c.**

Golden Globe A vivid golden yellow, like the color of Golden Gleam, but the plants are more dwarf and compact, bearing great quantities of semi-double sweet scented flowers throughout the season. Good for dwarf edging plants and for rockery as well as in beds. **Large Pkt. 10c, oz. 20c.**

Double Gem Mixture Dwarf, compact plants totally without runners, that hold their compact form under all weather conditions. The sweet-scented, semi-double flowers are of good size, and gaily cover the little plants in color range including shades of yellow, orange, scarlet, crimson, salmon, cream, maroon. **Large Pkt. 10c, oz. 20c.**



Scarlet Gleam Nasturtium

Double Gleam Hybrids A grand and glorious mixture of colors never dreamed of before in Nasturtiums—glorious flowers of salmon, golden yellow, orange, scarlet, cerise, crimson and gold flushed scarlet, combine with the foliage of fresh green. The plants are semi-dwarf. **Large Pkt. 10c, oz. 20c.**

SPECIAL NASTURTITIUM COLLECTION
1 Pkt. each of the above 8 kinds. 90c value, post-paid for.....

50c 1 Oz. Each Kind for \$1.20

Below: Marigold Sunset Giants (Sweet Scented)

• **MARIGOLDS** •

Complete Listing on pages 1 and 2

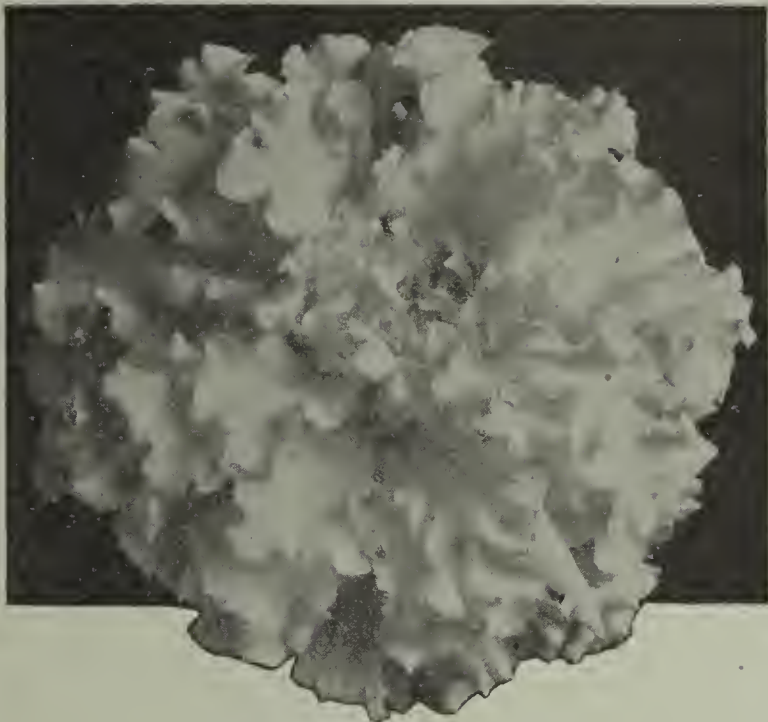


New!

**COLLARETTE MARIGOLD
CROWN OF GOLD**

"Miracle Marigolds"

Three 10c Packets for 25c
Two 15c Packets for 25c



Marigold, Golden Eagle

Sunset Giants The most amazing new Marigold of the century. Immense flowers, 5 to 7 inches, with definitely sweet fragrance and long stems. The full centered flowers of fairly loose formation, with broad heavy petals gracefully overlapping, are of great depth and even larger than the Dahlia Flowered Zinnias. Color range includes deep orange, golden orange, shades of yellow and a delightful new shade of primrose. Plants extremely robust, producing heavy foliage, with 6 to 8 heavy branches, each bearing 3 to 6 large flowers. Plants usually 3½ to 4 feet tall, but under very favorable conditions have been known to grow as much as 7 feet. Pkt. 15c. (See illustration on opposite page.)

Crown of Gold Given more publicity than any other flower last season, Crown of Gold was the only Gold Medal winner in the All-America Selections Competition for 1937. It is especially noted for the fact that there is no trace of the characteristic Marigold odor in the foliage, stems or flowers. It is the first of what will, undoubtedly, be a new race of completely odorless Marigolds. The flowers are a lovely golden orange shade, of medium size, averaging about 2½ inches in diameter. Plants freely branching, 2½ to 3 feet high, with stems of good length for cutting. Blooms early and stays in flower for several weeks. Pkt. 15c. (See illustration on opposite page.)

Carnation-Flowered Golden Eagle One of the outstanding new Marigolds. Gold Medal winner. Closely related to the popular variety Guinea Gold, Golden Eagle has the same habit, height and form of flower; but the color is a delightful shade of luminous gold, pleasing and distinctive. The plants come 100 per cent double and the usual Marigold odor is practically lacking. It is early flowering. Pkt. 15c.

Mexican Double Orange A distinct novelty type, semi-dwarf. Plants loaded with large flowers of bright orange. Pkt. 15c.

Chrysanthemum-Flowered Hybrids A wide range of fascinating types and colors. Pkt. 15c.

Harmony Scabiosa-like flowers of rich orange with wide maroon guard petals. Indeed harmonious and charming. (See next page.) Pkt. 15c.

Guinea Gold Brilliant golden orange, carnation-flowered. Pkt. 10c.

Dixie Sunshine "From the land of Dixie." The 2½ inch ball-shaped flowers, fully double, are composed of many tiny five-petaled florets, daintily fringed in effect. Color brilliant golden yellow. Pkt. 15c.

Marigold Musings

Such marvelous improvements have been made among the various types of Marigolds by expert hybridizers that the results are almost unbelievable.

Flower lovers the world over are justified in having gone "Marigold mad."

Personally, I'm not so keen about "getting shed of" the Marigold odor altogether. But that has been done, as one extreme, while with other new creations the Marigold odor of the foliage has been diluted, and the flowers made sweet scented.

My unusual special 70c Collection offer enables you to plant and compare these latest Marigold creations at small cost.

The "Sunset Giants" strain tops them all for size, and takes no back seat for general points of excellence.

"Crown of Gold" is another of the "must haves." Its freedom from the characteristic Marigold odor is winning many friends, especially among those to whom the ordinary odor is more pungent than pleasing.

A little Marigold seed goes a long ways. Sow after ground warms up, thinly. Plants should be from 1 to 2 feet apart after final thinning or transplanting. The smaller kinds closer than the gigantic strains, such as "Sunset Giants."

Ever notice how Marigolds stand the early light frosts? They stay with you longer than most annuals. Calendulas and Delphiniums are also among those present to the last. Most Marigolds described as double show a per cent of semi-double and maybe a few singles. But the semi-double flowers are also very pleasing.

SPECIAL 70c MARIGOLD COLLECTION

1 Pkt. each of above 8 "Miracle Marigolds" as follows:

Sunset Giants	Harmony
Crown of Gold	Golden Eagle
Dixie Sunshine	Guinea Gold
Mexican Double Orange	
Chrysanthemum-Flowered Hybrids	

8 PACKETS IN ALL.

\$1.15 VALUE, POSTPAID FOR....

70c

SPECIAL

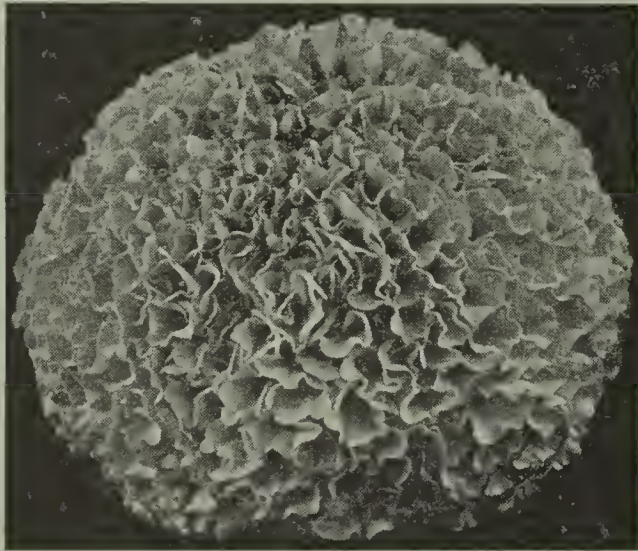
**Three 10c
Packets
for 25c
or
Two 15c
Packets
for 25c**



Marigold, Harmony

Marigold "Harmony" "Delightfully different" in habit, shape and coloring of flowers, almost suggesting a Scabiosa. Bright golden-yellow, bordered rich maroon-red. Plants 12 inches high and very bushy. A most important, new introduction. Pkt. 15c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c

More Tall Marigolds



TALL ORANGE PRINCE. Deep golden orange. Immense blossoms. Pkt. 10c.

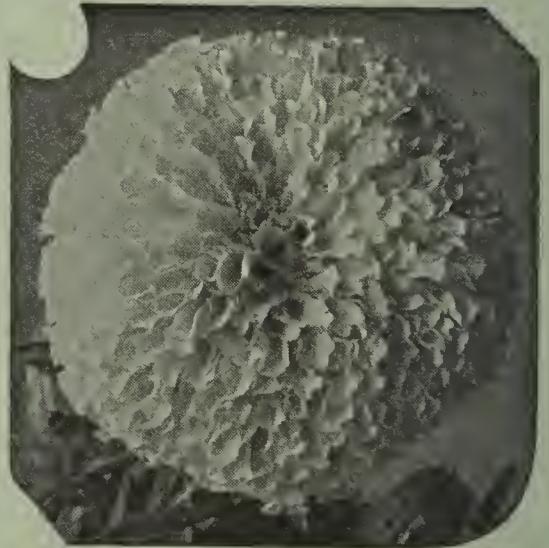
TALL LEMON QUEEN. Equal to Orange Prince but a soft lemon yellow. Pkt. 10c.

TALL ROYAL SCOT. Mahogany and gold in symmetrical stripe. Pkt. 15c.

TALL YELLOW SUPREME. Creamy yellow, carnation-flowered. Pkt. 10c.

TALL DOUBLE MIXED. Splendid mixture of pleasing types and many shades of color. Pkt. 10c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c.

More Dwarf Marigolds



NEW MEXICAN DOUBLE DWARF ORANGE MARIGOLD. This variety is very outstanding among all new strains under observation. It is unlike any other Marigold now known, semi-dwarf in habit, freely branched, and heavily laden with quantities of its unique semi-tubular petaled flowers of bright orange. It comes to us from Mexico, the original home of all our garden Marigolds, where many beautiful flowers, especially of brilliant colors, have originated. (Note illustration above.) Pkt. 15c; $\frac{1}{4}$ oz. 35c.

LEGION OF HONOR. (Little Brownie.) Golden-yellow, with large spot of crimson at base of each petal. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 40c.

Pansies

LONG'S

Super-Giant Mixture

If you buy just one packet I'd suggest my SUPER-GIANTS, MIX, because it contains so many of the finest varieties—all in the one mixture.

Pkt. 25c; 5 pkts., \$1.00; ¼ oz. \$2.00; ½ oz. \$3.50; oz. \$6.00.

Maple Leaf Giants Mixed

Leaves and blooms both extra large, of heavy substance. Unusual colors. Pkt. 25c.

Mile-High Monsters Mixed

form, colors very outstanding. Pkt. (125 seeds). Pkt. 25c; ¼ oz. \$2.00; ½ oz. \$3.50; oz. \$6.00.

Large Flowering

P2. Mixed. Pkt. 10c.

Jet Black

P4. Medium size. Pkt. 10c.

White

P5. Large. Pkt. 10c.

Mad. Perret

P7. Rose. Pkt. 10c.

Giant Masterpiece

P8. Many petals curled; mostly dark, velvety shades. Pkt. 10c.

Giant Bugnot

P9. Shades of red, bronze, and reddish cardinal. Mixed. Pkt. 15c.

President Carnot

P10. White with violet blotches. Pkt. 10c.

Swiss Giant Mixed

P14. Flowers of large size, great substance, novel color combinations. Plants robust. Pkt. 15c.

Swiss Blue

P15. LAKE OF THUN. A blue different from any other blue or near-blue in pansies. Very distinct and beautiful. Center darker. Pkt. 15c.

Swiss Cardinal

P16. ALPENGLOW. Another outstanding and very rare color in pansies. Pkt. 15c.

Swiss Yellow

P16½. RHINEGOLD. Lovely golden yellow with brown blotches on the three lower petals. Pkt. 15c.

Triumph of the Giants

P18. The giant blossoms are held high above the foliage on long stems. Petals curled and overlapping. Colors rich, running to tones of red, brown, copper, deep yellow, with darker centers. Pkt. 20c.

Adonis

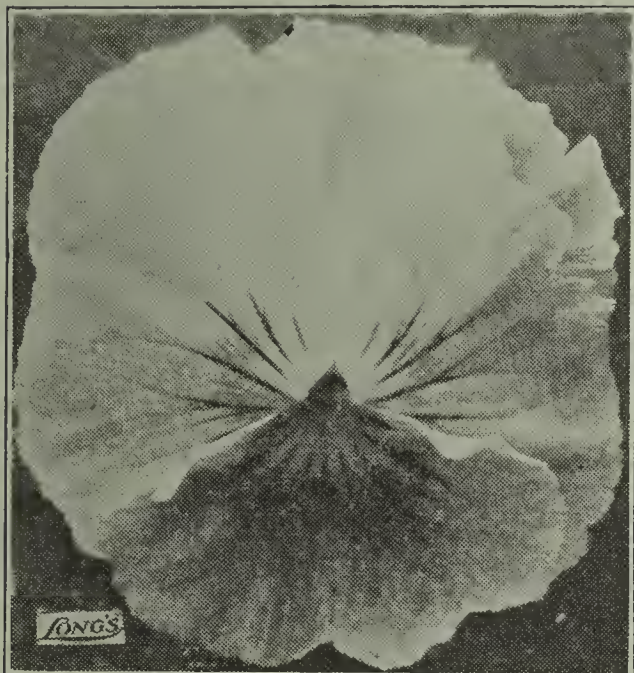
P19. LIGHT BLUE. Light blue with lighter margin. Good size. Pkt. 10c.

Ruffled Giants

P17. The petals of the giant flowers are so ruffled and curled as to give the appearance of being double. A variety of colors, rich dark shades predominating. Pkt. 20c.

Prince Henry

P20. DARKEST BLUE. Rich deep blue, Large. Wonderful. Pkt. 10c.



Pansies

Oregon Giants

Immense blooms of very heavy texture in wonderful shades and coloring.

Plants robust, stems long and strong, so that when cut, with some of the foliage, a few blooms arranged in a bowl make a gorgeous display.

This seed sold in packages only. Commercial pkt. (about 600 seeds) \$1.00; smaller pkt. (125 seeds) 30c.

Any 10c Packets: 3 for 25c; 5 for 40c.

Any 15c Packets: 2 for 25c; 5 for 50c.

Any 20c Packets: 2 for 35c; 5 for 75c.

Any 25c Packets: 2 for 45c; 5 for \$1.00.

Outdoor Pansy Plants

Grown from my SUPER-GIANT MIXED seed. Mixed colors only. If you want any other kinds, buy the seed and sow in your garden, or start indoors and transplant.

PLEASE NOTE THAT THESE PLANTS ARE NOT GROWN UNDER GLASS. They have had no winter protection at all. Just left to rustle for themselves, like winter wheat in a field. This insures good, strong, fibrous roots.

IT'S THE ROOTS THAT COUNT. Tops develop fast in your garden if roots are strong.

100 Plants \$2.00, Prepaid

This special price is for what I call the TRANSPLANTING SIZE. They may not be quite ready to show buds, or they may have some buds and some blossoms showing. Depends on the season and how early shipped. But all come into bloom very soon after planted in your garden. Buy TRANSPLANTING SIZE. More pansies for the money. They ship and transplant better than plants in bloom. All will bloom soon. 40 for \$1.00; 100 for \$2.00. (Ready about April 1st.)

Pansy Plants will be shipped only as far as 5TH ZONE—Not east of Chicago or south of Memphis, Tenn.

Pansy seed may be sown right out in the open garden any time in early spring as soon as you begin your first gardening. The plants will bloom from early July until hard-freezing weather. Just mere frosts will not stop a pansy bed from blooming. Here at Boulder we often pick pansy blossoms every month in the year, though sometimes may skip December or January, or both. The point is, that pansies are cool weather plants and don't need to be coddled and fussed with a great deal.

ZINNIAS

All Zinnias on these two pages at same packet prices:

One Pkt. 10c
3 Pkts. 25c
4 or more Pkts.
at 8c each.

(Except kinds
priced otherwise
on page 65)

For ounce
prices see page
5.

You pick them
out yourself.

For More Zinnias
See Page 65



Dahlia-Flowered Zinnia

Improved Lilliput, Pompon or Baby Zinnias



These are among the most popular Zinnias for cut flower use. The flowers are small, compact, and symmetrical on strong-stemmed plants.

Canary Yellow. Z40. Fine for cutting.
Red Riding Hood. Z41. Bright scarlet.
Salmon-Rose. Z42. Loveliest of Lilliputs.
Rosebud. Z43. (New) Bodger's rose-pink.
White Gem. Z44. Best white Lilliput.
Mixed Lilliputs. Z45. Above, mixed.

Dahlia-Flowered Zinnias

Canary Bird. Z1. Immense primrose.
Crimson Monarch. Z2. Gigantic, largest red.
Dream. Z3. A fine deep lavender, turning purple.
Exquisite. Z4. Light rose, center a deeper rose.
Immense.
Golden State. Z5. Rich orange-yellow.
Lemon Beauty. Z6. Immense golden-yellow on brown.
Polar Bear. Z7. Pure white. Very large.
Purple Prince. Z8. Rhodanthe purple, large, well formed.
Scarlet Flame. Z9. Large, bright scarlet, orange blending.
Dahlia-Flowered Mixed. Z10. Above, mixed.

Tom Thumb Zinnias



Plants 4 to 6 inches high, compact, covered with well-formed flowers of the Lilliput type. Excellent for small beds, borders, and also for pots. Many pleasing colors, mixed. Pkt. 10c; 1/4 oz. 40c; 1/2 oz. 75c; oz. \$1.20.



Mammoth Zinnia (California Giants)

**All Sizes
From
Mastodon
to
Miniature**



All Zinnias on these two pages at same packet prices:
One Pkt. 10c
3 Pkts. 25c
4 or more Pkts.
at 8c each.

(Except kinds priced otherwise on page 65)

Ounce prices, note below.

ZINNIA NOTES:
Dahlia-Flowered and Giants of California are both IMMENSE. Something alike, but different. G. of C. the taller. Tom Thumb smaller than Lilliput.

LONG'S Mammoth Zinnias

(Also called California Giants)

- Brightness.** Z20. Bright pink, lovely.
Lavender Gem. Z21. Deep lavender.
Orange Queen. Z22. Rich golden orange.
Purity. Z23. Best and biggest white.
Salmon Queen. Z24. Salmon-rose. Unusual.
Scarlet Glow. Z25. Glowing deep scarlet.
Violet Queen. Z26. Deep purple.
Mammoth Mixed. Z27. Above colors, mixed.

Mastodon Mixed Zinnias

- "All-in-One."** Z30. Mixture of my gigantic Dahlia-Flowered and Mammoth in giant size and rare colors. Marvelous mixture. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

Early Wonder Zinnia "Gypsy"

- Z50. Exceedingly EARLY, double, long stems. Color deep rich burnished orange. (See page 65.)

New Zinnia "Fantasy" (See Page 65)

Scabiosa-Flowered Zinnias (See Page 65)

Zinnia Prices By Weight

	¼ oz.	½ oz.	1 oz.
Dahlia-Flowered	\$0.30	\$0.50	\$0.90
Mammoth30	.50	.90
Mastodon Mixed.....	.25	.40	.75
Lilliput25	.40	.75
Early Wonder "Gypsy".....	.45	.80	1.50
"Tom Thumb".....	.40	.75	1.20
"Fantasy"35	.60	1.00
Scabiosa-Flowered45	.80	1.50
Mexicana35	.60	1.00
Lilliput Pastel Shades.....	.35	.60	1.00

Mexicana Zinnias



Delightful small double and semi-double flowers, mixed colors from yellow to mahogany-red, many being two-toned. Plants about 9 inches tall. Very free flowering. Altogether different from other Zinnias.

Fine for bedding and for bouquets in small vases and bowls. Pkt. 10c; ¼ oz. 35c.

CALIFORNIA POPPIES

(Eschscholtzia)

Salmon Beauty Beautiful salmon, inside and out. Very distinct. Received an award of merit by Royal Horticultural Society of England. Pkt. 15c; ¼ oz. 50c.

Copper Bowl Bronzy-red, overlaid terracotta. Form and color suggests the name. Pkt. 10c; ¼ oz. 35c.

Crocea Rich orange, same as the well known single Calif. State Flower, but double. Lovely. Pkt. 10c; ¼ oz. 35c.

Geisha Brilliant scarlet outside; inside rich golden orange. Pkt. 10c; ¼ oz. 35c.

Vesuvius Rich, glowing, striking red. Very outstanding and attractive. Pkt. 10c; ¼ oz. 35c.

Golden West Orange. California State Flower. Single. Pkt. 10c; ½ oz. 30c.

Ramona Hybrids Lovely mixture of frilled Ramona type; various new colors. Mixed. Pkt. 15c.

California Poppy Collection

One packet each of the above 6 California Poppies and Ramona Hybrids.

VALUE 80c, POST-PAID FOR.....

55c



California Poppy "Salmon Beauty"

Long's Brilliant Mixture Best kinds and colors of California Poppies. Pkt. 5c; ½ oz. 25c.

Persian Rug Mixture California Poppies. These colors in bloom red, chrome, pink, copper-red, claret purple—suggest a beautiful Persian rug. Pkt. 10c; ¼ oz. 35c; ½ oz. 60c.

California Poppies bloom the first year from seed sown right outdoors, even sown as late as June, and are among the last to pay any attention to Jack Frost. Be sure to thin them to six inches apart.

Rocky Mountain Columbine

The State Flower of Colorado. Very beautiful, hardy perennial; sepals blue, petals white. Does best in partial shade. Plant early. Starts growth early in spring.

ROCKY MT. COLUMBINE SEED. Pkt. 10c; ¼ oz. 35c; ½ oz. 60c; oz. \$1.00.

ROCKY MT. COLUMBINE PLANTS. Small one-year seedlings. Good size for transplanting. 3 for 50c; 8 for \$1.00; 18 for \$2.00, prepaid.

Columbines "Rainbow Blend"

An unsurpassed strain in habit, vigor of growth, length of spur and size of flower. Brilliant colors in shades of pink, rose scarlet, velvety reds and purples, including tints heretofore unknown. Sold in mixed colors only.

"RAINBOW BLEND" SEED. Pkt. 25c; ¼ oz. 50c; ½ oz. 80c; oz. \$1.50.

"RAINBOW BLEND" ROOTS. Small year old seedlings, mixed colors only. Plant early. 4 for 50c; 9 for \$1.00; 20 for \$2.00, prepaid.



Columbine

New Iceland Poppies (Nudicaule) (Hardy Perennial)

While Iceland Poppies are hardy perennials, they flower the first year from seed, blooming almost as quickly as the annual sorts.

They are of graceful neat habit with bright green fern-like foliage, formed in tufts from which issue slender stalks about 15 inches high, bearing their brilliant flowers in endless profusion. Most useful for cutting, for which purpose pick when in bud. If the seed pods are plucked off, they continue in flower the entire season. They remain evergreen throughout the winter, coming into bloom early the following spring.

Iceland Poppies are valuable in a hardy border or in a permanent rock garden.



Poppy, Yellow Wonder—Extra large flowers, extra long stems.

Iceland Poppy "Yellow Wonder"

Introducer's Description

Burpee's Yellow Wonder Iceland Poppy is longer stemmed, larger flowered and more vigorous growing than any Iceland Poppy we have ever seen.

The showy, cup-shaped flowers grow about 4 inches across, are rich lemon-yellow changing to bright buttercup-yellow with lighter centers—the clear yellow color is made especially vivid by the silky sheen of the broad, round petals.

Plants are strong growing and very free flowering; the foliage is rich bluish green and deeply lacinated. Yellow Wonder Poppy is most outstanding—the color is distinct and desirable, but the most attractive feature is the long, strong stems which grow about 2 feet high in ordinary good garden soil and even more in rich soil and under ideal climatic conditions. It is showy in the garden and lovely for cutting. Pkt. 20c.

EL MONTE ICELAND POPPY. Deep tangerine-orange, distinct in color from other lovely varieties. Pkt. 15c.

NEW ZEALAND "PASTEL SHADES." The grower, who developed this strain in New Zealand, says it is superior to the best he has tried from our country. A special mixture of pink, rose and pastel shades. Fine for cutting. Supply limited. Pkt. 25c.

SANFORD'S GIANT STRAIN. A new, giant strain with flowers of wonderful substance carried on strong stems 2 to 3 feet long. Many of the blooms measure 5 inches in diameter. The range of colors is particularly fine, including many lovely delicate shades and combinations of tints. Pkt. 15c; 1/8 oz. 90c.

SUNBEAMS. (Mixed.) This is the result of a cross between the Shirley and Nudicaule types. Charming shades of orange, salmon, maize and other tints. Pkt. 15c; 1/8 oz. 50c.

CHOICE MIXED. A better than ordinary mixture, made up by myself from choice strains and colors. Pkt. 10c; 1/8 oz. 30c.

Iceland Poppy Collection

El Monte
Yellow Wonder
Sanford's Giant Strain
New Zealand "Pastel Shades"
Sunbeams, a Glorious Mixture
ONE PKT. EACH (value \$1.00) for.

65c

Large and Lovely Wilt Resistant Asters



This Bloom Illustrates the Beauty and the Peony-Flowering Types of Asters

IMPORTANT ANNOUNCEMENT

Nearly all varieties of Asters are now available in the special Wilt Resistant Strains.

These strains cost us more, but this season we make no extra charge for this superior seed.

Our seed is grown for us by the specialists who developed these Wilt Resistant Strains.

Since practically every variety listed on this page is Wilt Resistant, we no longer list the two strains.

You simply pay the price of the old strains that were subject to wilt and get the new Improved strains so far as they have been produced to date.

ALL ASTERS LISTED
ON THIS PAGE

Per Packet **10c**
See special offers below

Boulderado Beauty Form of flowers illustrated above. Plants vigorous, 30 to 36 inches tall. Flowers immense, fully double, borne on long, straight stems, last two weeks after cutting.

- | | |
|--------------------|-------------|
| A20. Shell Pink | A23. Purple |
| A21. Rose Pink | A24. White |
| A22. Lavender | A26. Mixed |
| A25. Peach Blossom | |

Early Royal Asters A strain of Early Giant Asters especially valuable for cut flowers on account of their long, strong stems that are almost free from side branches. Same form as Boulderado Beauty, but not so large.

- | | |
|----------------|---------------|
| A2. White | A5. Rose Pink |
| A3. Purple | A6. Lavender |
| A4. Shell Pink | A7. Mixed |

Crego Asters Shaggy type, like Giants of California. Earlier but not so large.

- | | |
|---------------|-----------------|
| A8. White | A10. Shell Pink |
| A9. Rose Pink | A12. Lavender |
| A13. Mixed | |

California Giants Strong stems, flowers large, heavy substance, long graceful petals curled and twisted like a chrysanthemum. Real Giants.

- | | |
|----------------|---------------|
| A30. White | A32. Lavender |
| A31. Rose Pink | A33. Purple |
| A36. Mixed | |

Everlasting Aster A16. Resembles pink Straw Flower. When dried retains color and shape.

Sunshine A17. Improved Giant California. Single, anemone-flowered. The new strain, mixed colors.

Heart of France WR16. Large, deep red, long stems.

Special Aster Prices All Asters on this page at: Pkt. 10c; 3 pkts. 25c; 4 or more pkts. at 8c each. You sort up whatever packets you wish at these prices.

Bulk Aster Prices All above kinds at: 1/8 oz. 30c; 1/4 oz. 50c; 1/2 oz. 80c.



Los Angeles Super-Giant Pink Asters

(El Monte Aster is same size and type, but crimson.)

See opposite page.

There is an Aster wilt disease caused by a parasitic fungus. If this once gets into your soil it remains there indefinitely, causing ordinary strains to wilt and die. But the plants of wilt resistant strains will nearly all resist this disease.

This resistance is to wilt only, not to another disease known as Aster yellows, caused by leaf hoppers. No remedy for yellows except to grow the plants entirely protected with cheesecloth sides and cover.

Yellow Aster Golden Sheaf

PRICES: All Asters on this page: Pkt. 15c; 2 Pkts. 25c; 5 Pkts. 50c.

The "Yellowest Yellow" yet produced. None so deep yellow as we might wish, but here is the best yet. And it's a wilt resistant strain.

Originator's description:

"We take pleasure in introducing Golden Sheaf, the deepest yellow aster yet offered, and the only one that is wilt resistant. The flowers are fully double, with an attractive crest-like center, of good substance and fine depth of petal. It has all the characteristics of the Aurora type of aster so popular now with florists. The flowers last well when cut, and are excellent shippers." Pkt. 15c; $\frac{1}{8}$ oz. 40c.



Two Super-Giant Asters

Originator's Description: This is the largest and most fully double Aster class known. The flowers are from 6 to 8 inches across, with full petaled, graceful, interlacing petals. Plants are about 2½ feet tall, with 6 or 8 long, non-lateral stems per plant.

Los Angeles The color is a lovely pure shell pink, the first of this new race of Asters, resembling in form the Giants of California, but larger and earlier. The flowers are deep and full centered. Pkt. 15c; $\frac{1}{8}$ oz. 40c; $\frac{1}{4}$ oz. 70c.

El Monte Similar to Los Angeles, but the color is deep glowing crimson. The flowers, extremely large and fluffy, are borne on heavy non-lateral basal branched stems. **El Monte** is early blooming for such a giant variety, coming in before the California Giant varieties, and remaining in flower for a long time. Pkt. 15c; $\frac{1}{8}$ oz. 40c; $\frac{1}{4}$ oz. 70c.

Peony-Flowered Asters

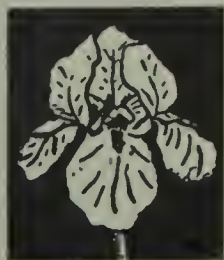
Giant Mammoth Strain

Originator's Description. A superb florist strain, with immense, fully double flowers resembling the Beauty type, borne on long, stout non-lateral stems. The compactly placed petals give substance and keeping qualities to the flowers. The plants are 2½ to 3 feet tall, blooming in season with the Giants of California. Pkt. 15c; $\frac{1}{8}$ oz. 35c; $\frac{1}{4}$ oz. 60c; $\frac{1}{2}$ oz. \$1.00.

AZURE FAIRY. A40. Clear azure blue.
PURPLE ROBE. A42. Deep rich purple.
ROSEBUD. A44. Clear deep rose.
SWANSDOWN. A46. Pure white. Lovely.
FINEST MIXED. A49. Peony-Flowered.

NOTE: As offered above, any 15c packets of Asters, your own selection, alike or different, at 2 pkts. 25c; 5 for 50c.

IRIS from "Top of the World"



The best of standard varieties, and cream of the world's new and vastly improved creations.

You'll find them blooming in our **MILE HIGH** gardens about June 1st.

You'll also find them offered in **LONG'S SPECIAL SUMMER IRIS LIST**, ready in June.

Prices to suit everybody—from ten cents to ten dollars each.

SEE PAGE 31 FOR THE REST OF THIS STORY.



Delightful Delphiniums (Perennial)

As you know, Delphiniums run largely to blue tints and shades. Not so long ago we had only the solid light blue and dark blue. Now we get an amazing and delightful variety of blues, many in combination with lilac, lavender, heliotrope, and near-pink. And the types or forms are as varied as the colors, many blossoms with a double set of petals instead of just one, the two sets often different in color.

It's fascinating to grow in masses of the various colors, all harmonizing, the way they come from mixed seed or plants I supply—all in one grand and glorious mixture, including largely the more graceful open type plants, but some also of the massive Wrexham or "Hollyhock" strain.

Delphiniums often bloom the first year, from seed sown right out in the garden in April.

Delphinium may be sown right outdoors early in spring. With no protection, the plants will live over winter and increase in size and vigor.

LONG'S Special Mixture

Seed from best exhibition plants. Many types, colors and shades. Mixed colors only: Pkt. \$1.00 (small pkt. 50c); ¼ oz. \$2.00; oz. \$7.00.

Wrexham or Hollyhock Type

Called also the "Hollyhock" type. Illustrated at right.

WREXHAM seed at 80c a pkt. (small pkt. 40c); ¼ oz. \$1.75; oz. \$6.00. (No Wrexham plants, except as they may happen to come in the mixed plants I offer.)

Three Lovely Delphiniums

DELPHINIUM, BELLADONNA IMPROVED.

Turquoise-blue, single flowers. Florist's favorite for cutting. Pkt. 25c; ¼ oz. \$1.00.

DELPHINIUM, BELLAMOSUM IMPROVED.

Similar to Belladonna but color of flowers intense rich deep blue. Another favorite for cutting. Pkt. 25c; ¼ oz. \$1.00.

NEW DELPHINIUM—"SUMMER CLOUD."

You've been pining for a white Delphinium. Here it is. Runs to the Wrexham type, but varies. Fine. Pkt. 45c; ½ oz. 75c.



Some of My Delphiniums from Seed

Delphinium Plants

Field seedlings, many of which bloomed last year. Not large roots. I do not recommend moving large roots. Those I ship will thrive and bloom.

SPECIAL: 10 roots \$1.00; 22 for \$2.00; 36 for \$3.00. Prepaid. (Mixed colors only.)



NOTE: Delphiniums are very hardy. They begin growth real early in spring. Is best to set these plants out when you do your early gardening. But will thrive if shipped and planted later. If sent after growth well started, we cut the tops back before packing. New shoots start at once from crown of plant. But order and plant early if you can. Means better results the first season.

PESTER THE PESTS. Only insect I know of that works on Delphinium is some sort of red spider, louse or other "varmint" very efficient in "mass production." Shoot him in the eye first time you see him—shoot his wife and children, too—with some tobacco solution. For mildew on plants, dust with fine powdered sulphur.

Tall Annual Double Giant Imperial Larkspur

Annual Larkspurs (sometimes called Annual Delphiniums) have been so much improved the past few years that nothing surpasses them for quick and pleasing results from spring sown seed.

Just sow the seed out in the garden in April or early May. You will have a grand display from midsummer until killing frosts. Thin to 12 inches.

The Tall Annual Larkspurs (3 to 5 feet high) not only brighten up your garden, but are also splendid for cutting. These Larkspurs branch from the base and have very long flower stems.

Here are the newest and most charming of this race of prize-winning Tall Double Annual Larkspurs. See illustration. Note the many spikes of blooms, all from one plant.

(Any two 15c packets for 25c.)

BLUE SPIRE. L1. Intense, deep Oxford Blue, with same form as Exquisite Pink Improved. The last word in blue Annual Larkspurs. Pkt. 15c; ½ oz. 35c; oz. 60c.

CARMINE KING. L2. A very rich carmine on salmon. The best deep carmine-rose in this type. Pkt. 15c; ½ oz. 35c; oz. 60c.

CORAL KING. L2½. A new color in Larkspurs—blush pink suffused coral. Florets large and fully double. There is a magnificent length of Hollyhock-like flower spike, 24 to 28 inches long. True Giant Imperial type, branching from the base. Pkt. 15c; ¼ oz. 50c; ½ oz. 80c.

EXQUISITE PINK IMPROVED. L3. This is greatly improved over the former Exquisite Pink. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

EXQUISITE ROSE IMPROVED. L4. An improvement over the older variety, Exquisite Rose. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

GLORIA. L5. A lovely rich tone of Deep Rose with no trace of carmine. GLORIA will satisfy those who want a deeper shade of rose than Exquisite Rose. It is a Giant Imperial with the base branching habit so necessary for producing long stemmed blooms. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

LILAC QUEEN. L6. Rich lilac, shading to lavender-blue. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

LOS ANGELES. L7. Another outstanding Tall Annual Larkspur with large double flowers in solid spikes, many side branches, fine for cutting. Color, rose with salmon sheen. Pkt. 15c; ¼ oz. 30c; ½ oz. 50c.

ROSAMOND. L8. New. Winner of Gold Medal. A pure bright rose that does not fade. The many spikes are covered with fully double flowers. Extra early. Pkt. 15c; ¼ oz. 40c; ½ oz. 70c.

THE EMPRESS. L9. Fine rose-pink, shaded salmon, true branching from the base. Pkt. 15c; ¼ oz. 30c; ½ oz. 50c.

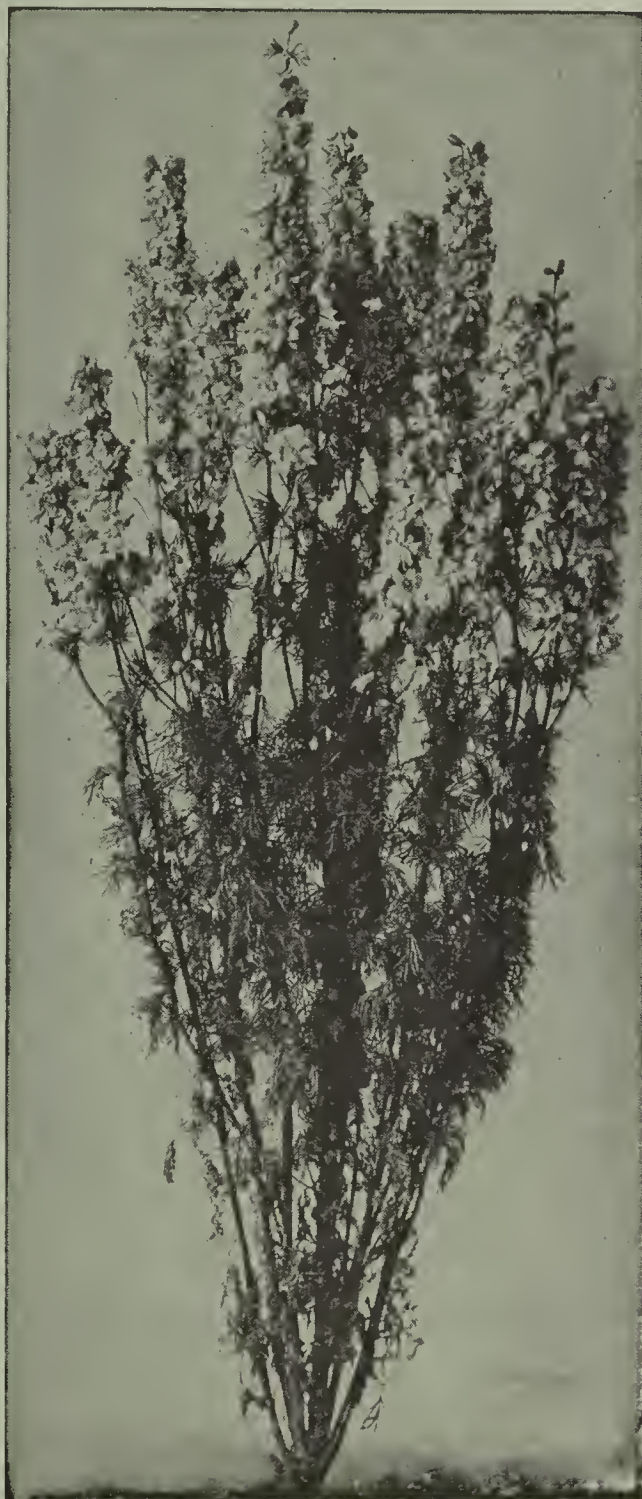
WHITE KING. L9½. Newest and finest of all white Larkspurs. The description of Coral King (above) fits White King except the color. Pkt. 15c; ¼ oz. 50c; ½ oz. 80c.

WHITE SPIRE. L10. Of the Exquisite Pink Improved type, but dazzling pure white. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

LONG'S SPECIAL MIXTURE. L15. Of Giant Imperial Larkspurs, containing all the best colors. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

SPECIAL LARKSPUR COLLECTION

1 Pkt. each of the above
12 rare Larkspurs, value
\$1.80, prepaid for..... **\$1⁰⁰**



A typical plant of Carmine King. Note the long stems starting near the ground. Coral King and White King have the same good form.

Make Several Thinnings

You will have stronger plants and better "luck" if you thin your plants partially when they are very small, then take out some more when you are sure of having plenty that are strong and sturdy. Later you may find so many plants doing well that still more could be spared. If plants are close together, hold the soil down around the roots of the plant that is to be left, while you pull out others around it. Thus you will not disturb the root and weaken, maybe kill, the plant that is left.

What This Country Needs is a Good Five Cent Packet of SPENCER SWEET PEA SEED!

Well Known Spencers

Your choice of any of these 16 well-known named varieties of true Spencer Sweet Peas at:

Pkt. 5c

OUNCE 20C.

"Here They Are"

BUTTERCUP. SP3. Primrose.
COUNTESS SPENCER. SP6. The original Spencer. Pink.
ELFRIDA PIERSON. SP9. Shell pink, tinted salmon.
GEO. SHAWYER. SP10. Giant salmon-rose.
HERCULES. SP13. Rosy pink.
KING EDWARD. SP14. Red.
KING WHITE. SP15. White.
LORD NELSON. SP17. Navy blue.
MRS. HITCHCOCK. SP16. Light pink, flushed salmon on cream.
NUBIAN. SP23. Deep maroon.
ORCHID. SP24. Lavender.
ROSABELLE. SP27. Light rose.
ROYAL PURPLE. SP28½. Purple.
ROYAL SCOT. SP29. True scarlet.
TANGERINE. SP30. Orange.
YOUTH. SP35. White, edged pink.
SPENCERS. Good Mixed. Pkt. 5c;
oz. 20c; ¼ lb. 50c; ½ lb. 85c; 1b. \$1.50.



New Sweet Pea

"Shirley Temple"

Originator's Description. "This Sweet Pea, which we consider the most beautiful we have ever originated, was obtained through a cross between Pinkie and Lady Gay. It has inherited the size and richness of color in Pinkie, plus the dainty frilled and fluted flowers of Lady Gay. The color is softer and more beautiful than Pinkie."

"The flowers are the largest we have ever seen on any Sweet Pea, and it has long stems with four very large blooms on each stem."

"This new Sweet Pea is so charming and dainty that it deserved the most appropriate name we could find. With the kind permission of Mr. and Mrs. Temple, it is named in honor of their daughter, the charming and lovely little cinema favorite, Shirley."

PRICE: Pkt. 10c; ½ oz. 20c; oz. 35c.

NOTE: One Pkt. of Shirley Temple is included free in our "Lovely 'Leven" Collection."

"Lovely 'Leven" Spencers

'Leven Packets Lovely Spencers, 75c.

From my best Spencers, priced at 10 cents a packet, I'm going to select eleven that will cover a wide range of most pleasing colors and types (including some of the Giant Ruffled kinds), and for "good measure" throw in a pkt. of the super-lovely Shirley Temple. All for 75 cents, prepaid.

Just say, "Lovely 'Leven, for 75c."

Larger lot "Lovely 'Leven." For \$1.60 I'll send you a half ounce each of these 'leven Spencers, my selection, with one pkt. Shirley Temple extra, for good luck.

"33-in-1" Spencer Mixture

SP41. You might not get all 33 kinds in a 10-cent packet—but they are all in this mixture. Pkt. 10c; oz. 25c; 2 oz. 45c; ¼ lb. 75c; ½ lb. \$1.40; 1b. \$2.50.

CUPID SWEET PEAS. Mixed. Pkt. 5c; oz. 20c.

PERENNIAL PEAS (Lathyrus Latifolius).
SP60 White. **SP61** Pink. **SP62** Red. **SP63** mixed. Pkt. 10c; any color or mixed.

From Nebraska: "I used Long's seeds exclusively in my garden this year. The other day my husband remarked, "By Golly, that's the prettiest garden we ever had."—Mrs. D. E.

Giant Flowered Spencer Sweet Peas

Large blossoms, often four, on long stems. Edges of blossoms usually waved or frilled.

PRICES FOR ALL Sweet Peas on this page:

Pkt. 10c

3 Pkts. 25c; 4 Pkts. or more @ 8c Pkt. (Pkts. may be alike or assorted, your selection.)

Ounce 30c

2 Oz. 50c; 5 Oz. \$1.00.

AUSTIN FREDERICK. SP0. The best lavender.

BONNY BRIAR. SP1½. A sparkling rose-pink of immense size.

CONSTANCE HINTON. SP5. Exhibition White Spencer. Black seeds.

DEFIANCE. SP8. Very large orange-scarlet, absolutely sunproof; often four large blooms.

HAWLMARK PINK. SP11. Rich, bright, rose-pink, flushed salmon.

HEAVENLY BLUE. SP11½. Brilliant delphinium-blue.

HEBE. SP12. Very large, rich pink.

LADY MACBETH. SP12½. Dazzling Spinel Red with golden-salmon shadings.

MARY PICKFORD. SP19. Cream-pink, suffused salmon.

MARGARET ATLEE. SP20. (Improved.) Large salmon-pink.

MISS CALIFORNIA. SP26. Salmon cream-pink.

PINKIE. SP27½. Rich rose-pink.

REDBOY. SP28. Rich crimson.

THE CARDINAL. SP31. Scarlet.

WHAT JOY. SP32. A new primrose.

WINNIE MORSE. SP34. Cream, flushed rose-pink. Frilled.

FLUFFY RUFFLES. SP91. Dainty cream-pink. Lovely four-flowered sprays with blooms wonderfully frilled and ruffled.

LADY RUFFLES. SP92. Exquisite soft pink on white ground. Received Scottish National Sweet Pea Society Gold Medal.

RUFFLED BEAUTY. SP93. Cream-pink with a sheen of bright lilac that gives an unusually charming effect of silvery pink on amber.

RUFFLED CARMINE. SP94. A bright lovely carmine-rose. Wonderfully frilled and ruffled. Long stems.

RUFFLED ORCHID. SP95. Lavender-rose with pastel-mauve sheen.

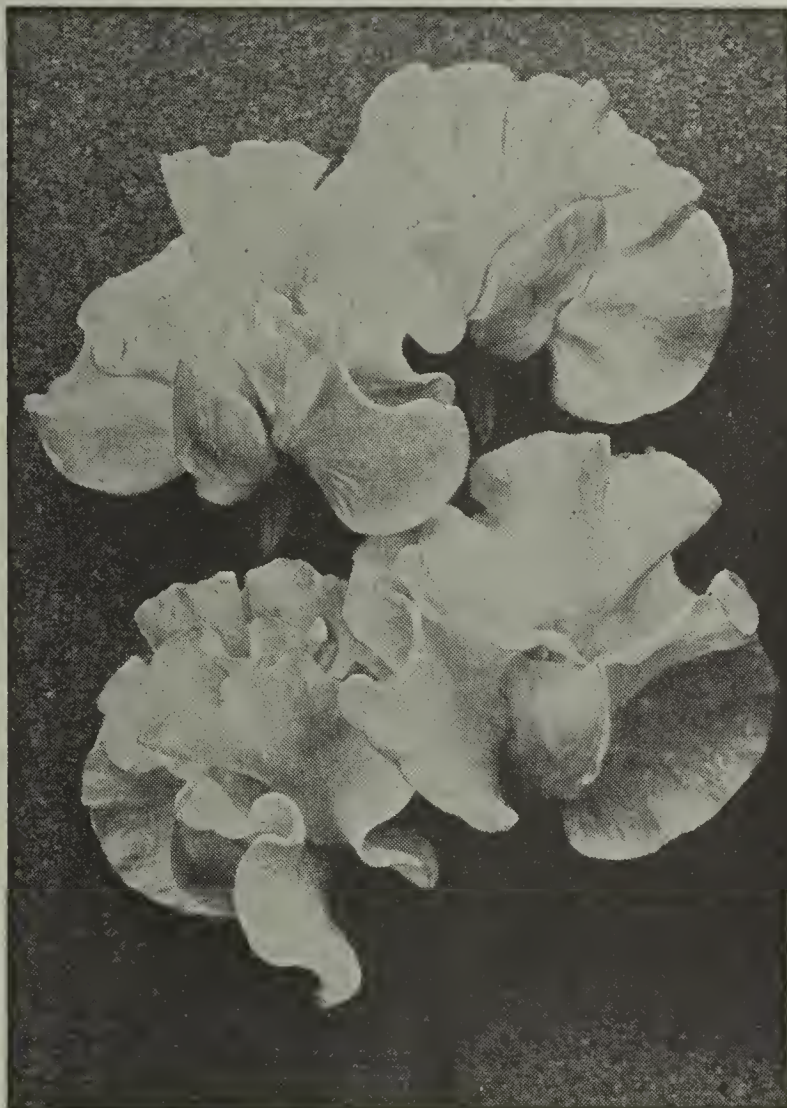
RUFFLED PRIMROSE. SP96. The new ruffled black-seeded cream or primrose of unrivaled superiority.

RUFFLED ROSE. SP97. Perfectly exquisite is this variety, with its ruffled blooms and its soft, rich rose color.

RUFFLED WHITE. SP98. A wonderful new ruffled white-seeded white mostly with duplex and triplex standards. Often bears five blooms to stem.

RUFFLED COLLECTION. One Pkt. each Nos. 91 to 98 (value 80c) for 60c, prepaid.

GIANT RUFFLED MIXED. SP100. Many colors, with extra frilled duplexed blooms. Pkt. 10c; oz. 30c; ¼ lb. 80c.



New Ruffled White Spencer

"Early Bird" Spencers

These "Early Bird" Spencers bloom extra early. Large blossoms.

AMETHYST. SP80. Rich royal purple.

AVIATOR. SP82. Dazzling crimson-scarlet.

GLITTERS. SP83. Bright fiery orange.

LAVENDER KING. SP84. True lavender.

LADY GAY. SP85. Soft shrimp pink.

SNOWSTORM. SP88. (Improved). The largest and finest extra early White Spencer.

ZVOLANEK'S ROSE. SP89. Giant rose-pink.

"EARLY BIRD" MIXTURE. SP90. A superb mixture of these extra early flowering Spencer sweet peas. Pkt. 10c; oz. 30c.

HOW TO GROW SWEET PEAS

Sow Sweet Peas early. Deep digging and pulverizing of the soil encourages strong root development. Not necessary, however, to dig ditch deep enough for a water main, though some trenching is good. First, lay aside the top soil, then dig and pulverize the subsoil, mix some fertilizer with this lower soil. Then put back the top soil, and prepare seed bed. Cover seed 2 inches, and firm soil. Water if needed. "The more you pick, the more they bloom."

Vivid Verbenas

In recent years Verbenas have been wonderfully improved in size and color. The modern Verbena retains the vigor and free flowering habit of the old-time strains in grandmother's garden, but surpasses them in size and vivid coloring.

"Easy to Grow. Make a Big Show"

GIANT LAVENDER. (Lavender Glory.) New. True lavender, with white eyes. Said to be the most glorious color in Verbenas.

GIANT PINK (Luminosa.) Luminous flame pink, shading to salmon.

GIANT RED. (Lucifer.) Vivid scarlet.

GIANT ROYAL BLUE. (Royale.) Royal blue, with creamy yellow eye. New.

GIANT WHITE. (Waller-Franklin.) Large, pure white. Lovely.

GIANT VIOLET. (Violacea Stellata.) Deep violet with white eye.

PRICES: Any of the above 6 kinds at, Pkt. 15c; 2 pkts. 25c; $\frac{1}{8}$ oz. 40c; $\frac{1}{4}$ oz. 70c.

Verbena Collection

One pkt. each the 6 varieties Verbenas, value 90c, for 50c.

GIANT MIXED. Pkt. 10c; $\frac{1}{8}$ oz. 30c; $\frac{1}{4}$ oz. 50c.



Verbena Hybrid Grandiflora Royale

"Baby" Snapdragons

(LINARIAS)

This is a hardy annual with small, dainty flowers resembling miniature Snapdragons and in addition each flower has a long Columbine-like spur. It makes a nice cut flower and the clumps form an interesting feature of the annual border. Blooms in about 8 weeks from seed. To get the best results seed should be sown thinly, the seedlings thinned out to about 12 inches. Fine for rock gardens.

MAROCCANA HYBRIDA EXCELSIOR, MIXED. Colors range through crimson and gold, pink, mauve, dark blue and chamois and rose, with many lighter shades. Pkt. 10c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c.

FAIRY BOUQUET. In mixed colors like Maroccana hybrids, except that this new strain is greatly improved by more compact growth, 8 inches tall, and with extra large flowers of a great variety of distinct colors, such as rose, yellow, pink, lavender, carmine, red, violet, white and salmon. Very quick to bloom after planting, light and airy plants. Pkt. 15c; $\frac{1}{8}$ oz. 40c; $\frac{1}{4}$ oz. 75c.



Lovely Linaria—"Fairy Bouquet"



Acroclinium New Large-Flowered Double Hybrids

ACROCLINIUM "Everlasting Flower" New Annual Large-flowered Double Hybrids

It is a gala occasion when the florist discovers a flower variety, entirely new and different, which sells on sight. Such a variety is this new Acroclinium, so greatly improved over the old variety that they can scarcely be recognized as members of the same family.

They are free summer-flowering plants for garden decoration; the flowers dry as "Everlastings" for winter bouquets. They are also grown as pot plants for market. In full bloom the plants are striking and effective. Very showy in garden. Easy to grow.

The double flowers are extremely large, at least twice the size of the ordinary strain, on 12 to 18-inch stems, which are borne freely over a long flowering period. The range of color is most remarkable, being especially rich in shades of salmon, apricot, pink, rose and cerise, with white and creamy tones to balance up the pastel mixture. While some of the flowers have a light eye, the majority are enhanced by a boldly contrasting dark center. Largely double some come semi-double. **Pkt. 15c; 1/8 oz. 30c; 1/2 oz. 55c.**

LONG'S "Towers of Beauty" HOLLYHOCKS

Our Double Hollyhocks are far superior to the old single and semi-double sorts. The Hollyhock is an "old-fashioned" flower and perhaps no other flower leaves such an impression as does the Hollyhock.

The beautiful long spikes filled with tissue paper-like blooms, set closely together, give a beautiful and artistic background or tall border. There can hardly be an old-fashioned garden without them, and hardly a garden anywhere that would not be improved by the use of some of the following newer, and justly finer, varieties.

"**Colorado Sunset**" is a Hollyhock that is a Hollyhock! The color varies, like sunsets vary, only maybe not to such an extreme. You will find shades from cream to copper, but always charming. The illustration shows the type of double blossoms, solid spikes just jam full of beautiful blooms.

"**Lilac Beauty**" is another delicate creation, reminiscent of old lace and lavender. A most unusual color that merits your complete approval.

As Hollyhocks bloom from seed the second year, the seed that you plant this year will provide a supply of blooming sized roots for next summer. **Plant seed from April to June.** The roots usually live over after blooming one season, but not always.

Varieties

The following all have double blossoms that rival the rose in color and form:

BLACK	NEWPORT PINK
COLORADO SUNSET	RED
LILAC BEAUTY	WHITE
MAROON	YELLOW

Prices

Any color, including "Colorado Sunset" and "Lilac Beauty": **Pkt. 10c; 1/4 oz. 40c; 1/2 oz. 70c; 1 oz. \$1.20, prepaid.**



"Colorado Sunset" Hollyhock

Hollyhock Seed Special

Any 3 pkts. 25c; any 5 pkts. 40c; **YOUR SELECTION.** Can be alike or assorted.

NO HOLLYHOCK ROOTS FOR SPRING 1938

Giant Hardy Carnation



MARGUERITE CARNATION. F20. Double flowers with lovely fringed petals; delightfully fragrant; wide range of charming colors. Extra fine. Pkt. 10c; $\frac{1}{8}$ oz. 25c.

Money Plant Lunaria



If inflation is coming, beat the game and raise your own money from money plants. Beautiful purple flowers are followed by round, flat, silvery seed pods, prized for winter bouquets. Biennial, but blooms first year if sown early. Packet 10c; $\frac{1}{4}$ oz. 30c.

NOTE: Be careful in ordering. Do not confuse this with Linaria or Baby Snaps.

CHABAUD'S GIANT CARNATION. The new strain. (About 85 per cent come double.) Plants thick-set; stalks stiff, bearing large double blossoms. Not so large as the greenhouse kinds, but surprisingly large if disbudded, as florists treat their carnations. Bloom about 6 months from sowing. Start indoors for summer blooming. May be sown also in open garden. Give winter protection.

Colors: Red, Rose-pink, Salmon-rose, White. **Prices for any separate color:** Pkt. 15c; 2 pkts. 25c. **Mixed colors:** Pkt. 10c.

Everlasting or "Straw Flowers"

(*Helichrysum*.) Very ornamental in garden, easily grown from seed sown outdoors. Particularly valuable for winter decoration of vases and everlasting bouquets.

Important: Cut the flowers when partly open just as shown in this picture. Don't put them in water but hang them up dry in dark.

Prices: Any color, or all mixed: Pkt. 10c; 3 for 25c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c; oz. 90c.

GOLDEN GLOBE. F6G. Large, golden yellow.

SILVER GLOBE. F6S. Chaste, silvery-yellow.

ROSE-CARMINE. F6R. Shades of rose.

"CHRISTMAS RED." F6CR. Very popular for Christmas decorations.

ALL KINDS MIXED. F6M. These and other colors all in one mixture.



AGERATUM

One of the most useful and pleasing summer annuals, the plants being literally covered from early summer until frost with a sheet of bloom.

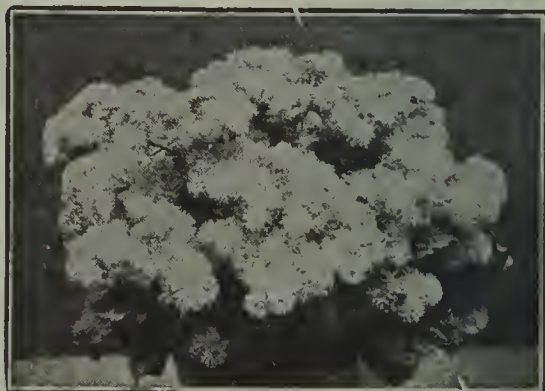
Flowers stand rain and sun without fading. The dwarf sorts are most used and very satisfactory. Seed may be sown outdoors, but earlier blooms may be had by starting some of the seed indoors.

BLUE BALL. Free-blooming, deep rich blue. Plants compact, 8 to 10 inches tall. Pkt. 10c.

BLUE CAP. (New Miniature.) Very dwarf and compact, large bright blue flowers. Pkt. 15c.

DWARF WHITE. Imperial strain. About 8 inches. Pkt. 10c.

DWARF MIXED. Nice mixture of good dwarf varieties. Pkt. 5c.



Ageratum, Blue Ball, Dwarf Variety

Schizanthus

Butterfly or Fringe Flower

This is one of the airiest and daintiest flowers imaginable, especially adapted to bordering beds of taller flowers and those of a heavier growth. The seeds germinate quickly and come into bloom in a few weeks from sowing. The florescence is such as to completely obscure the foliage, making the plant a veritable pyramid of the most delicate and charming blooms. The Schizanthus make admirable pot plants for the house in late winter and early spring. For this purpose sow in the autumn.

Good Mixed. Pkt. 10c; ½ oz. 30c.

Schizanthus Grandiflora Butterfly Mixture

Our Butterfly Mixture, containing a full range of all shades and color combinations, is the best all around strain for bedding use. It is a strikingly bright mixture, with large flowers beautifully marked, on compact, free-flowering 12 to 15-inch pyramidal plants. **Finest strain to date. Pkt. 20c.**



Schizanthus Butterfly Mixture

Lily of the Valley



There's a place in every garden for this charming hardy perennial. Plant any time, but **EARLY** spring or in fall is best.

Splendid for **shade**, or **partial shade**. Thrives also out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 25 to 30 single roots. Good way to get quick results is to make 5 to 8 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely. Clump \$1.00; 3 clumps \$2.50; 5 clumps \$4.00, prepaid.

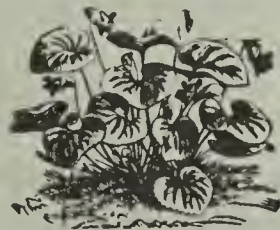
Hardy, Fragrant Violets

Here's one answer to that question, "What will grow and thrive in the shade?"

These hardy violets grow in shade, partial shade, or out in the open, but do best in partial shade. The plants increase in size or number by sending out short runners which take root and make new plants around the original one, soon forming quite a nice clump. When the clumps get too large or too thick they may be taken up, pulled apart and reset.

The blossoms are of violet color, and delicately fragrant. I sell these violets in clumps. Each clump can be easily separated to make several dozen plants. Or, you can separate the clump into a few smaller clumps for quicker results. There is no set rule as to this. They thrive 'most any way if given good soil and reasonable care.

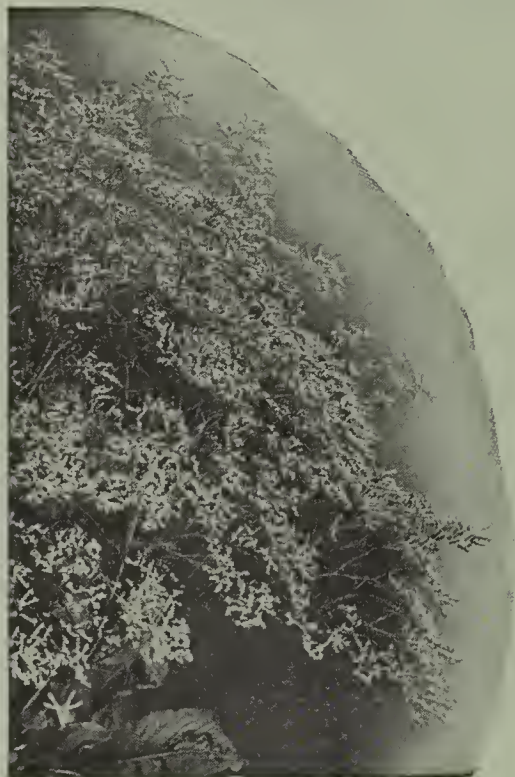
Prices: One clump \$1.00; 2 clumps \$1.80. Prepaid anywhere in U. S. A.



Why Is a Weed?

How many times have we wondered why in the world there should be such things as weeds, also insect pests. I'm still wondering about the latter, but have a very firm conviction that the weeds serve a good purpose in one way at least. If weeds didn't grow as they do, the most of us would just naturally neglect the important matter of cultivating our plants. We might say we wouldn't, but I'll just bet we would. Our gardens need frequent stirring of the soil, both between the rows and among the plants, and it is in getting after the weeds, or trying to get the drop on them, that we give our plants this much needed cultivation, letting air in to the roots, putting the food elements, that the soil contains, into such shape that the plants can get hold of and utilize them.

Statice (Sea Lavender)



STATICE (Sea Lavender). Latifolia, light blue. Fine for combining with other flowers, especially with Glads. Seed: Pkt. 10c; 1/8 oz. 35c.

Field Grown Statice Roots (2 for 50c) (5 for \$1.00) (12 for \$2.00). Prepaid.

Scabiosa



Loveliness A glorious new color in annual Scabiosa. The most beautiful Scabiosa ever introduced. As a cut flower it is unsurpassed. The fragrant flowers are borne on long stiff stems. The crowning beauty of Loveliness is its glorious Salmon rose color. Pkt. 15c.

NEW GIANT HYBRIDS, MIXED. Largest and loveliest of improved Scabiosas in grand mixture. Pkt. 15c. (One pkt. each this and Loveliness for 25c.)

SCABIOSA—Good Mixed. Pkt. 5c; 1/2 oz. 25c.

Beauties From Bulbs

(And Such Funny Looking Bulbs)



Ranunculus Bulbs Nothing produces a brighter effect than a bed of Ranunculus. The flowers are wonderfully good for cutting also. Plants about a foot high with flowers two inches or so in diameter, many of them double, in a variety of bright and pleasing colors.

The bulbs are even funnier in appearance than those of the Anemone. They look like dried up bird's feet and of no value whatever. You'd swear they would not grow, much less produce beautiful flowers. But just plant them out in the garden any time after the ground warms up and see them do their stuff. Set these little "crowfoot" bulbs about two inches deep, pressing them firmly in the soil. (The "claws" are bottom of bulb.) Thrive best in partial shade.

Space the bulbs 5 or 6 inches apart. Just cultivate and water moderately. **Warning!** Too much water may cause failure. Keep soil moist but not very wet. Easy to grow. In fall take up the bulbs, store in dry place away from frost. Replant the next spring.

TECOLOTE GIANTS. Largest and most magnificent strain. Award of Merit, Mass. Hort. Society 1933 and 1934. 10 for 50c; 25 for \$1.00; 100 for \$3.60, prepaid.

Anemone Bulbs Plant the bulbs any time from early spring to middle of June. The plants grow 8 to 12 inches high. Several flower stems come from a small bulb. Flowers are bright colors in mixture, some single, a few double, and several inches in diameter. For best results, plant in partial shade.

The Anemone bulbs are very peculiar. Dry, hard and apparently lifeless, they respond quickly when planted two inches deep in any good garden soil. Set the bulbs 4 to 6 inches apart. No special culture required. In fall take up bulbs and store in a dry place. Replant the next spring. (Or use for pants buttons. That's what they look like!)

MONARCH DE CAEN. Very favorite strain. Immense brilliant flowers. 10 for 40c; 25 for 90c; 100 for \$3.00, prepaid.

SPECIAL 16 Ranunculus and 20 Anemone for \$1.00, prepaid.

Superb Petunias

Giants of California

The largest often measure $4\frac{1}{2}$ inches across. And such wonderful colors and markings! Then, too, some are delightfully ruffled and frilled. Produces very little seed. **Pkt. 25c.**

Ruffled Monsters

Gigantic Petunias, many heavily ruffled and with veined centers. **Mixed colors. Pkt. 50c.**

Balcony Petunias

The favorite strain for window boxes. Balcony White, Balcony Blue, Balcony Rose, Balcony Crimson, Balcony Mixed. **Any color or mixed: Pkt. 10c. Any 3 pkts. 25c.**

Four Favorite Bedding Petunias

Rosy Morn A gay and artistic petunia for beds and borders. Color, soft rose-pink with light throat. Plants set a foot apart in good soil will fill all the space with perfect mass of bloom. **Pkt. 10c; $\frac{1}{8}$ oz. 50c.**

Rose of Heaven Similar to Rosy Morn but deeper pink. Very little white in throat. **Pkt. 10c; $\frac{1}{8}$ oz. 50c.**

Violet Petunia Similar in bushy habit of growth to Rosy Morn, but a beautiful deep violet color. **Pkt. 10c; $\frac{1}{8}$ oz. 50c.**

Choice Mixed Petunias. Splendid mixture, "these four and many more," in a stunning array of colors. **Pkt. 10c; $\frac{1}{8}$ oz. 30c; $\frac{1}{4}$ oz. 50c.**

Any 3 Ten Cent Pkts. Petunias for 25c.

And Now We Have Miniature Petunias

New Miniature Petunia "Pink Gem" This is the first of a charming new race of miniature Petunias. The compact plant, five to six inches high, is loaded with light pink blooms. A plant eight inches in diameter will carry as many as twenty-five to thirty blooms in flower at one time. Individual blooms are two inches in diameter. This miniature Petunia is charming for borders, window boxes, pots, rock gardens and for bedding. Planted with a dwarf blue Ageratum, the effect is most charming. **Winner of Gold Medal. Pkt. 10c.**

New Miniature Petunia "Rose Gem" Rose Gem is a charming addition to the new miniature group of Petunias which was started with Pink Gem. **Rose Gem is the color which flower lovers have been asking for in this miniature form. It is the rich deep rose that has made Petunia Rose of Heaven so popular.** The plant is neat and compact, five to six inches high and smothered with rich rose colored blooms about two inches in diameter. **Winner of Award of Merit. Pkt. 15c.**

CLARKIA

Another easy-to-grow charming annual. Bushy plants 20 inches tall bear double flowers resembling small carnations. Very pleasing for table bouquets. Buds will open after cutting, and will last for days and days in vase or bowl. **Improved strains in 6 different colors. Any color or all colors mixed. Pkt. 10c. (SPECIAL: One each of the 6 colors for 40c.)**

Alba Elegant long spikes closely set with large double white flowers. **Pkt. 10c; $\frac{1}{4}$ oz. 30c.**

Brilliant An exceptionally fine variety with rich crimson-scarlet flowers. **Pkt. 10c; $\frac{1}{4}$ oz. 40c.**

May Blossom (New.) Bright pink double carnation-like flowers. **Pkt. 10c; $\frac{1}{4}$ oz. 40c.**

Purple Prince The very double, rich deep purple blooms are most attractive. **Pkt. 10c; $\frac{1}{4}$ oz. 30c.**

Orange King Double bright orange-salmon. **Pkt. 10c; $\frac{1}{4}$ oz. 30c.**

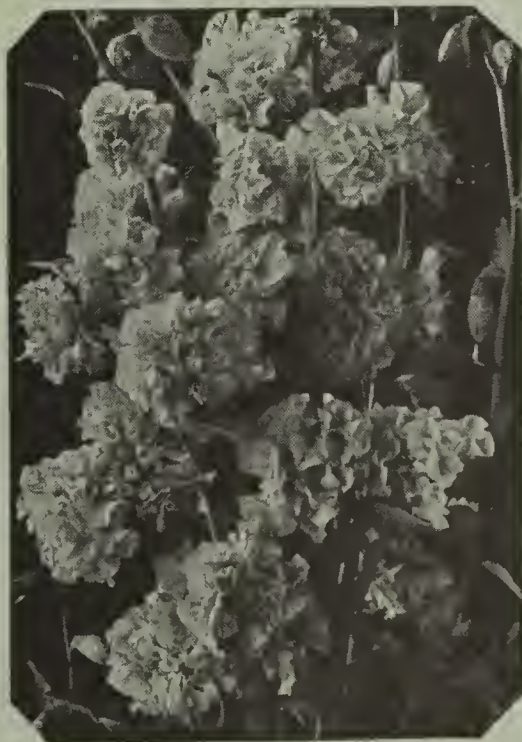
Salmon Queen Rich salmon-pink. Exquisite. **Pkt. 10c; $\frac{1}{4}$ oz. 30c.**

Clarkia Collection One packet each of the 6 above varieties for 40c. (Any 3 pkts. Clarkia for 25c.)

Double Mixed Clarkia A fine mixture of many beautiful and rich colors. **Pkt. 10c; $\frac{1}{4}$ oz. 25c; oz. 75c.**



Petunia Giants of California



Clarkia Elegans Double Brilliant

New Annual Canterbury Bells

Many years of careful selection have at last given us **Annual Canterbury Bells** which bloom from seed in less than six months. It is now possible to have this beautiful flower in bloom at almost any time of the year. The plant grows from 2 to 2½ feet tall, each plant having from 6 to 8 spikes of blooms.

Also, the plants continue to bloom for quite a long time. Where seasons are short, start the seed indoors and transplant to garden.

Annual Canterbury Bells in two lovely colors as well as in mixed colors.

ANGELUS BELL. Deep-rose. Pkt. 15c.

LIBERTY BELL. Violet-blue. Pkt. 15c.

WEDDING BELL. Pure white. Pkt. 15c.

MIXED COLORS of Annual Canterbury Bells. Pkt. 15c; ¼ oz. 25c.

(Any 2 Pkts., 25c. Any 3, 35c.)



Annual Canterbury Bells

Hardy Biennial Canterbury Bells

Good idea to sow seed of both the Annual and the Biennial strains, so you can enjoy the Annuals this season and the Biennials next year.

I think the "Cup and Saucer" type of hardy Canterbury Bells is the most pleasing. (Some have no "Saucers," but also nice.)

So here are the most popular colors in the hardy "Cup and Saucer" type:

DARK BLUE

ROSE

LIGHT BLUE

WHITE

ALL COLORS, MIXED

Prices: Any of these 4 colors, Canterbury Bells, or all mixed, at, Pkt. 10c; ¼ oz. 30c.

SPECIAL: 4 Pkts. 30c.

Annual Wall Flowers

Easy to grow and bloom in a few months from seed sown in the open garden. They have beautiful fragrant flowers in many bright colors.

WALL FLOWER. "Gold Standard." Deep double golden yellow flowers. Plants about 2 feet tall. Very showy. Pkt. 20c.

WALL FLOWER, DOUBLE MIXED. Many pleasing colors. Pkt. 15c.



Royal Sweet Sultans

New Sweet Williams

Johnson's Giants



An extraordinary strain. Plants robust and tall. Flowers very large. The range of colors includes shades and combinations not to be found in other strains. The peculiar and delicate markings on the flowers are most unusual and attractive. Bloom second year from seed. After first crop of blooms about gone, cut plants off near ground and you should get a second display of blooms on shorter plants. Pkt. 10c; ¼ oz. 40c; ½ oz. 75c.

STANDARD VARIETIES SWEET WILLIAMS

SINGLE MIXED. F108. Pkt. 5c; ¼ oz. 15c.

DOUBLE MIXED. F109. Pkt. 10c; ¼ oz. 35c.

ROYAL SWEET SULTANS (*Centaurea Imperialis*)

Finest of all Sweet Sultans for cut flower purposes. Charming for garden also.

The beautiful, sweet-scented, artistic-shaped flowers are borne on long strong stems and when cut and put in water will keep in good condition for several days.

Seed may be sown in the open garden after ground warms up, but longer season of bloom will be enjoyed if plants are started indoors.

AMARANTH RED

RICH PURPLE

BRIGHT ROSE

PURE WHITE

MANY COLORS MIXED

Prices: Any color or mixed, pkt., 10c (¼ oz. 30c).

SWEET SULTAN COLLECTION
One Pkt. Each the 4 Colors for 25c

GYPHOPHILA

(BABY'S BREATH)

Graceful plants of light fairy-like growth, covered with tiny white flowers. In great demand for combining with sweet peas and other cut flowers. Note that there are two kinds, the annual and perennial.

ANNUAL WHITE. F47. Blooms first year from seed. Good plan to sow this every few weeks so as to have a constant supply to use with cut flowers. New special strain, best to date, "London Market," pure white. Pkt. 10c; oz. 35c.

ANNUAL PINK. F47½. Same as above, but dainty pink. Pkt. 10c; oz. 25c.

PERENNIAL WHITE SINGLE. F48. Blooms second year from seed and increases in size of plants each year. The tiny white flowers on branched stems are so thick as to give the plant a lace-like effect. Pkt. 10c; ¼ oz. 25c.



PERENNIAL WHITE DOUBLE. F049. Sow outdoors from April to June. Roots last for years, increasing in size. Color, white. About one-fourth the plants will produce double flowers. Balance single or semi-double, and may be pulled out if not desired. The double is best for drying for winter; fine to use fresh also to combine with sweet peas and other flowers. Florists use lots of it, summer and winter. Pkt. 25c; 5 pkts. \$1.00.

Mexican Fire Bush (Kochia)

F73. Also called **Summer Cypress.** The moss-like green foliage turns to deep carmine in fall. Makes inexpensive showy hedge. Improved giant strain. May be thinned to several feet apart, so each plant will stand alone, like an evergreen. Or, if a foot or so apart, will make a hedge. Plants may be trimmed and shaped like the perennial hedges. Pkt. 10c; ½ oz. 25c.

Hardy Perennial Blue Salvia

SALVIA AZUREA. F051. Also called "Heavenly Blue Flowering Sage." Grows 3 to 4 feet high; stately willow-like growth; produces spikes of pretty sky-blue flowers in great profusion. Will bloom first season from seed sown early outdoors or started inside and set out later in spring. Lives for years. Can be transplanted in early spring without harm. Blooms in August and September.

Seed: Pkt. 10c; ½ oz. 60c; oz. \$1.00.

SWEET ALYSSUM



Alyssum Procumbens, Carpet of Snow

"CARPET OF SNOW." F3½. Lowest growing of all Alyssums. Only 2½ to 3 inches high. Each plant, if given 6 or 8 inches room, spreads out like a pancake and is so nearly smothered with small white flowers that the foliage is hidden. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

ALYSSUM "LITTLE DORRIT." F4. Compact plants 4 to 5 inches tall, covered with small, sweet scented flowers. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

ALYSSUM "LILAC QUEEN." F4½. A mass of delicate lavender flowers cover the low plant of 5 to 7 inches. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

African Daisies

GOLDEN AFRICAN DAISY. F098. Annual. Plants about foot high, bear masses of daisy-like flowers of glossy orange-gold with black zone around center. Lovely. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

AFRICAN DAISY HYBRIDS. F099. Similar to the Orange, but many colors—yellow, salmon, ecru, apricot, rose, etc.—mixed. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

Painted Daisies

These Painted Daisies (Single Annual Chrysanthemums) are splendid for cutting, as well as for garden display.

F0110. DARK COPPER, yellow zone.

F0111. WHITE, scarlet zone.

F0112. GOLDEN CHAMOIS, scarlet zone.

F0113. WHITE, yellow zone.

F0114. DEEP PURPLE, yellow zone.

F0117. ALL KINDS, MIXED.

Your choice: Pkt. 10c; any 3 for 25c; any 5 pkts. 35c; ¼ oz. 20c; ½ oz. 35c; oz. 60c.

LONG'S

Mammoth Russian Sunflower

Special Stock: Pkt. 5c;
lb. 30c; 5 lbs. for
\$1.20; 10 lbs. for
\$2.20, prepaid.



Godetia—Dwarf Double Azalea-Flowered

Dwarf Godetia

These wonderful flowers rival the loveliest of potted and petted Azaleas. Sow the seed out in the garden, same as with asters. Thin to nearly foot apart. Each plant makes a compact bush about a foot high. The big, beautiful pink blossoms with deeper centers just about hide the plant. It's a revelation. You'll be surprised—and delighted. May also be grown in pots. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

Godetia—Tall Double Gladiolus-Flowered

(ALSO CALLED SATIN FLOWER)

Most beautiful hardy annual, producing an abundance of brilliantly-colored flowers that are attached at intervals along the stem and open from bottom to tip of stem, something like the Gladiolus. Can be cut in bud and allowed to open indoors.

The lovely flowers are illustrated at the right. 

Finest double varieties in

CRIMSON **PINK**
LAVENDER **WHITE**
ALL COLORS MIXED.

Choice, any color, or mixed: Pkt. 10c; 5 pkts. 40c; ¼ oz. 25c; ½ oz. 40c. (You may include in the 5 for 40c the lovely Azalea-flowered Dwarf, above.)



Godetia—Tall Double Gladiolus-Flowered



Bachelor's Button (Centaurea Cyanus)

BACHELOR'S BUTTON Large Double Flowered

The old single-flowered Bachelor's Button—known also as Cornflower or Ragged Sailor—of grandmother's garden has been wonderfully improved.

They are easy to grow and bloom continuously. Just sow the seed outdoors where you want the plants, and thin to 8 to 12 inches. May be transplanted also. Make several sowings a few weeks apart for longest season of blooming. Larger flowers are obtained if soil is enriched.

5 New Bachelor Buttons

PRICES: Any color, or Mixed. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

The flowers of these new varieties are very large, fully double, and the colors intensified.

BLUE BOY. Rich blue. Fine for cutting.

BLACK BOY. Large blackish maroon.

PINKIE. Deep pink. Keeps well cut.

RED BOY. Deep red. Oh, Boy!

SNOW MAN. "What's in a name?" White.

MANY COLORS MIXED. Super fine.

Collection One Pkt. each the 5 colors for 35c.

Annual Mallow (Lavater)

F015. A showy annual, about 2 feet high, producing large cup-shaped shrimp-pink flowers. Sow in May and thin to 10 inches. Pkt. 10c; ¼ oz. 25c.

Shasta Daisy

ALASKA. An improved strain of this popular Daisy. Large white flowers on tall, stout stems. Pkt. 10c; ¼ oz. 30c.

NEW NOVELTY!



Sensational New Perennial

Russell Lupins Awarded the Gold Medal at the Cheltenham Flower Show of the Royal Horticultural Society, where they monopolized attention of the audience, the new Russell Lupins have been heralded as one of the most sensational flower novelties of recent years.

The flower spike resembles a closely set column of sweet peas, with all flowers on a spike open at one time from top to bottom. These Lupins keep well when cut, and can be grown almost anywhere.

Colors are extraordinary, with many new shades of self blues, pinks, reds, yellows, maroon, purples, and bicolours, with the standard being one color, the keel another.

Trial Packet (12 seeds).....\$0.25
50 seeds65
120 seeds..... 1.25

Annual Lupins Easy to grow annuals with long flower spikes bearing pea-shaped flowers. Do well in partial shade. Do not confuse these with the larger, perennial Russell Lupins. **Dark Blue, Rose, and Mixed** colors. Pkt. 10c, 3 pkts. for 25c.

"Chrysanthemum-Sunflower"

Rich golden yellow flowers, 5 to 8 inches, fully double, that rival gorgeous dahlias in size and splendor. Petals beautifully quilled, giving the appearance of a glorious chrysanthemum. The plants, 5 to 7 feet tall, have many branches, each branch carrying a gorgeous golden flower. Special stock from my own plants, re-selected for years. Ordinarily this variety comes very uneven, with a good many off types and shades. Mine now almost 100% perfect. Price for Re-Selected Seed: Pkt. 10c; ½ oz. 35c; oz. 60c.

GOURDS Ornamental and Useful



Gourds, Many Varieties Mixed

The flowers are often beautiful and the fruit ornamental and sometimes useful. The small fancy gourds are excellent toys for children, while the larger gourds may be used as dip-pers, sugar troughs, bowls and birdhouses.

My mixed gourd seeds contain about all the types and sizes ever heard of.

NEST EGG. Grow your own nest eggs. Give the hen an inspiration. Plant this seed in poor soil lest you raise an ostrich egg.

DIPPER. Grow your own dippers.

CALABASH. Pipe Gourd or Powder Horn.

DISH CLOTH. The fibrous interior may be used like a sponge.

HERCULES CLUB. Enormous club-shaped fruits.

SMALL GOURDS MIXED. Ornamental kinds.

LARGE GOURDS MIXED. Great variety.

PRICES: All varieties of Gourds, also **MIXED** kinds. Pkt. 5c; oz. 30c.

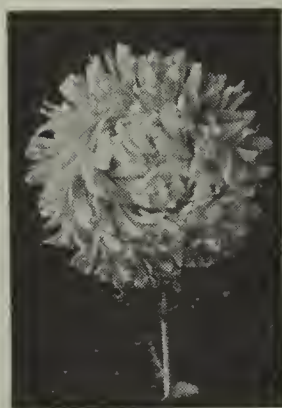
Life in Antarctica



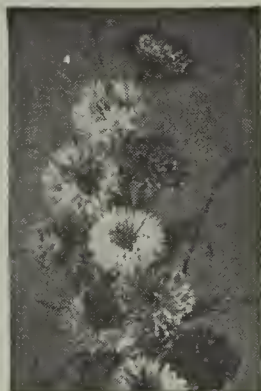
Calabash Gourds Decorated as Penguins

Specials in Best of Flower Seeds

Three 10c pkts. for 25c; 7 for 50c
(Additional 10c pkts. at 7c each.)



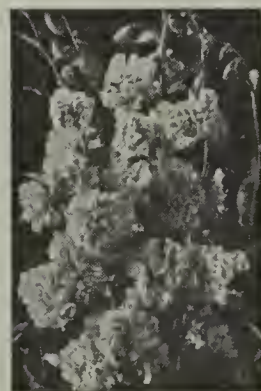
Aster
Long's Special Mixed
All types—all colors



Bachelor Button
Double finest mixed
Splendid for cutting



Calendula
Chrysantha Strain
Buttercup yellow



Clarkia
Double Carnation
Flowered. Mixed

Amaranthus Graceful plants with ornamental foliage. All Kinds, Mixed. Pkt. 5c; ½ oz. 15c.

Anchusa (Italica Dropmore.) Perennial. Tall, showy plants, bearing deep sky-blue blooms. Pkt. 15c; ½ oz. 50c.

Anchusa (Blue Bird.) Annual. Might be called a Giant Forget-Me-Not. About 16 inches tall. Many blue flowers. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

Aster Long's Special Mixed, see illustration. Pkt. 10c.

Baby's Breath London Market annual white improved. See illustration. Pkt. 10c.

Bachelor Button Finest mixed double. See illustration. Pkt. 10c.

Balloon Vine Annual climber. For screens. Soak seed 24 hours. Pkt. 5c; ½ oz. 15c.

Balsam (LADY SLIPPER.) Grows quickly from seed, producing large brilliant flowers. Also called "Touch-Me-Not." Great favorite with children. **DOUBLE MIXED.** Pkt. 5c; ¼ oz. 25c.

Boltonia Perennial, 5 to 6 feet, bearing star-shaped lavender-pink blooms. Pkt. 10c.

Calendula New Chrysantha strain. See illustration. Pkt. 10c.

Calliopsis Bush plants 2 feet high covered with showy flowers. Pkt. 5c; ¼ oz. 15c.

Canary Bird Flower F15. Rapid growing climber, 10 feet. Flowers canary yellow, and resembling a canary bird. Fine for porches, etc. Soak 24 hours. Pkt. 10c; ½ oz. 20c.

Candytuft **PURE WHITE, FINE MIXED.** Pkt. 5c; oz. 25c.

GIANT HYACINTH-FLOWERED CANDYTUFT. Extra large, pure white. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Carnation Chabaud's Giant, mixed colors. See illustration. Pkt. 10c.

Celosia Or **COXCOMB. OSTRICH PLUME.** Feathered varieties mixed. Pkt. 5c; ¼ oz. 25c.

Crested Coxcomb Dwarf plants with bright red combs of immense size. Pkt. 10c.

Chinese Forget-Me-Not (Cynoglossum.) Rich blue. Blooms from seed in short time. Thrives under good or poor conditions. Pkt. 10c; ½ oz. 30c; oz. 50c.

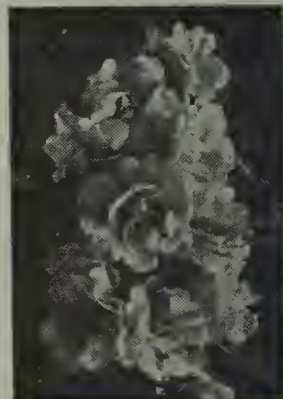
Chrysanthemum **DOUBLE ANNUAL.** Small flowered Mixed colors. Pkt. 10c; ¼ oz. 25c.

Clarkia Double Carnation flowered, mixed. See illustration. Pkt. 10c.

Cobaea Scandens (CATHEDRAL BELLS.) Rapid growing climber, 15 to 20 feet in a few months. Has lovely lilac bell-shaped flowers. Pkt. 10c; ½ oz. 25c.



Baby's Breath
London Market annual
White improved



Balsam (Mixed)
(Lady's Slipper)
Children's favorite



Carnation (Hardy)
Chabaud's Giant
Mixed colors



Cosmos
Early Giant Flowered
Fine mixed



Evening Primrose
Large, yellow,
fragrant



Godetia
Gladiolus flowered
Mixed for cutting



Larkspur
Giant Imperial Mixed
Finest cutting



Nasturtium
Golden Gleam
Sweet scented

Cosmos "Early Giant"

F27. WHITE

F28. PINK

Your choice of any of these colors, or mixed:
Pkt. 10c; ½ oz. 25c.

F29. CRIMSON

F30. FINE MIXED

Cypress Vine

F31. Rapid climber with feathery foliage and star-shaped blossoms. Soak seed 24 hours in warm water. Pkt. 10c; ½ oz. 25c.

Dahlia Seed

LONG'S SPECIAL MIXTURE. Pkt. 25c.

LONG'S PROFESSIONAL MIXTURE. Seed saved from the finer varieties. Pkt. \$1.00.

Daisy

DOUBLE. The poet's favorite flower. Perennial, blooming first year from seed. Very neat for borders. F32, PINK; F33, WHITE; F34, MIXED. Price for either color or mixed: Pkt. 10c.

Evening Primrose

(*Oenothera La-markiana*.)

Plants 2 to 4 ft. Blooms from seed sown outdoors from early spring to June. The large yellow, fragrant blooms open at twilight. Do not confuse with Evening Scented Stock (*Bicornis*). Pkt. 10c; ½ oz. 30c; oz. 50c. See illustration.

Evening Scented Stock

(*Matthiola Bicornis*.)

Annual. Beautiful lilac flowers, emitting a delightful perfume in the evening. The seed pods are interesting, having two "horns," hence the name "*Bicornis*." Pkt. 10c; ½ oz. 25c.

"Forget-Me-Not"

Hardy perennial and one of the daintiest of garden favorites. Blooms first year and better next. Color blue. Pkt. 10c; ¼ oz. 25c.

Four o'Clock

Good old-fashioned easy-to-raise flowers, splendid for hedge center or background. Mixed colors. Pkt. 5c; oz. 20c; ¼ lb. 60c.

Fox Glove

Tall perennial with spikes of vari-colored and spotted tube-like flowers, blooming second year from seed. Pkt. 10c.

Gaillardia

Portola Hybrids. Shades of bronzy-red, golden tipped. Very robust. Pkt. 10c. See illustration.

Geranium

Perennial blooming first year from seed if started early. Fine mixed. Pkt. 15c.

Geum

(Mrs. Bradshaw.) Perennial. Bearing double orange-scarlet flowers second year and after. Pkt. 10c; ½ oz. 50c.

Geum

(Lady Stratheden.) Flowers golden yellow. Pkt. 10c; ¼ oz. 50c.

Godetia

Gladiolus flowered mixed. See illustration. Pkt. 10c.

Heliotrope

Perennial, blooming first year. Choice mixed. Pkt. 10c.

Japanese Hop

A rapid growing climbing vine much used for covering unsightly objects and for shading windows and porches. Soak seed 24 hours. Pkt. 10c; ½ oz. 25c.

Kochia

Foliage turns red in fall. See illustration. Pkt. 10c.

Larkspur

Giant Imperial mixed. See illustration. Pkt. 10c.

Marigold

Tall African mixed. See illustration. Pkt. 10c.

Mexican Fire Plant

(*Heterophylla*.) Also called "Annual Poinsettia," because top leaves marked brilliant scarlet. About 30 inches tall. Grows quickly. Pkt. 10c; ¼ oz. 35c. (Caution! Do not confuse this with *Kochia*, called Mexican Fire Bush.)



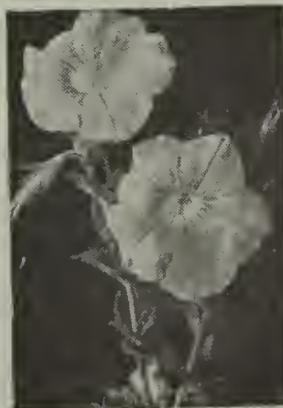
Gaillardia
Shades of bronzy red
Golden tipped. Robust



Kochia—Summer Cypress
Foliage red in fall



Marigold
Tall African
Mixed colors



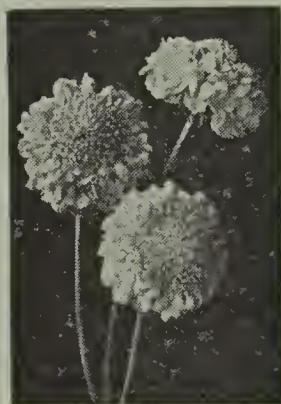
Petunia
Choice mixed colors
Splendid



Phlox—Annual
Grandiflora
Choice mixed



Poppy
Shirley—All types, all
Colors mixed



Scabiosa
(Pin Cushion Plant)
Mixed colors



Stocks (Ten Weeks)
Annual. "Cut and
come again." Mixed

Mignonette No garden is complete without this old-fashioned fragrant flower. Comes into bloom soon.
LONG'S SPECIAL MIXTURE. Extra fine varieties mixed. Pkt. 5c; ½ oz. 25c.

Nasturtium Golden Gleam. See illustration. Pkt. 10c.

Nasturtiums, Dwarf—Pkt. 5c

EMPRESS OF INDIA. F77. Crimson.
GOLDEN KING. F78. Rich orange-yellow.
KING THEODORE. F79. Velvety crimson.
PEARL. F80. Lemon-yellow or primrose.
Any separate color: Pkt. 5c; oz. 10c.
LONG'S SPECIAL MIXTURE. F76. Pkt. 5c; oz. 10c; ¼ lb. 40c.

Nasturtiums, Tall—Pkt. 5c

Fine for covering trellises, stumps, fences, etc. Very showy.

ROSE. F84. Bright soft rose.
SCARLET. F85. Bright scarlet.
SUNLIGHT. F86. Clear rich yellow.
VESUVIUS. F87. Salmon-rose.
Any separate color: Pkt. 5c; oz. 10c.
LONG'S SPECIAL MIXTURE. F82. Pkt. 5c; oz. 10c; ¼ lb. 40c.

Nicotiana (FLOWERING TOBACCO PLANT.) Pkt. 5c.

Petunia Mixed colors. See illustration. Pkt. 10c.

Phlox Drummondii For beds and massing nothing surpasses these beautiful annuals.

GRANDIFLORA MIXED. See illustration. Pkt. 10c; ½ oz., 30c; ¼ oz. 50c.

Pinks (DIANTHUS.) Hardy sweet scented annuals blooming all summer in variety of brilliant colors.

HEDDEWIGGII. F94. Finest of all pinks. Great variety of colors. Pkt. 10c; ½ oz. 30c; ¼ oz. 50c.

Gorgeous Poppies Wonderfully brilliant and always popular flowers. Sow where wanted, as difficult to transplant.

DOUBLE CARNATION FLOWERED. Perfectly double, globular flowers with fringed petals in many brilliant colors. mixed. Pkt. 10c; ½ oz. 25c. See illustration.

TULIP POPPY. F95. Vivid scarlet. Pkt. 10c; ¼ oz. 35c.

SHIRLEY. F96. Beautiful poppies, white, pink, lavender, purple, crimson, single and double, mixed. Pkt. 10c; ¼ oz. 25c. See illustration.

ORIENTAL. F97. (Perennial.) Tall and showy. Scarlet flowers. Looks well among shrubs. Pkt. 10c; ½ oz. 25c.

DOUBLE SHIRLEY POPPIES. You'll like these.

(F0137, Rose.) Pkt. 10c.

(F0138, Salmon.) Pkt. 10c.

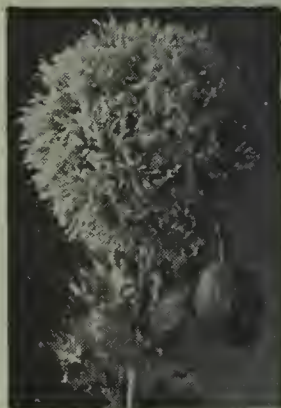
(F0139, Mixed Double.) Pkt. 10c.

PEONY-FLOWERED POPPIES. Gigantic blossoms like fine double peonies. Rich colors. Easy to grow. Sow outdoors. Thin to 6 inches. **Shrimp Pink, Red or Mixed colors.** Either color or many colors mixed, pkt. 10c; 3 pkts. 25c; ½ oz. 25c; oz. 40c. (The Shrimp Pink is exceptionally fine.)

Portulaca (MOSS ROSE.) F99. SINGLE MIXED. Pkt. 5c; ¼ oz. 25c.

Portulaca FINE DOUBLE MIXED. F100. Pkt. 10c.

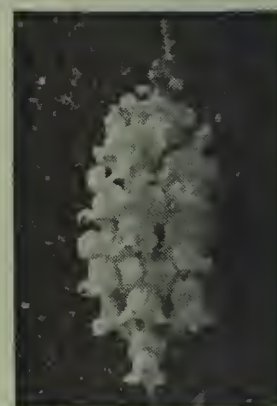
Rincinus (CASTOR BEANS.) Tropical-looking plants growing to immense size from seed sown after danger from frost. Pkt. 10c; oz. 25c.



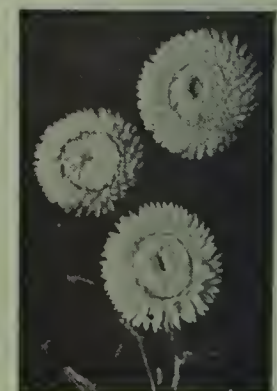
Poppy—Double
Carnation Flowered
Fringed petals. Mixed



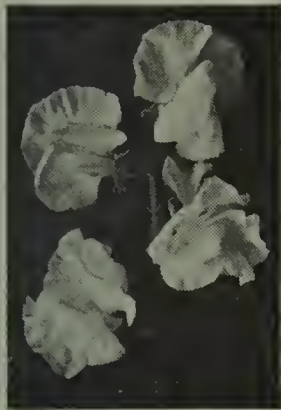
Salpiglossis
(Velvet Trumpet)
Mixed colors. Showy



Snapdragon
Large, lovely flowers
in many colors, mixed



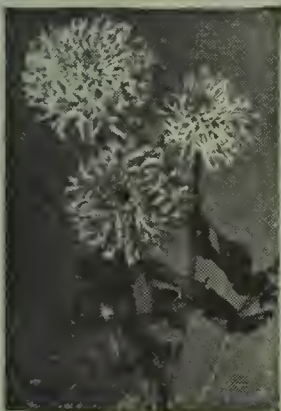
Strawflowers
(Everlastings)
For winter bouquets



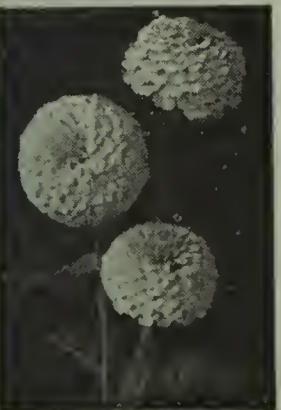
Sweet Pea—Long's "33 in 1" Spencer mixtures. Gorgeous



Zinnia
California Giant
Immense mixed



Zinnia—Fantasy
Informal, shaggy
flowers. Mixed colors



Zinnia—Lilliput
Mixed colors
Lasting when cut

Salpiglossis (VELVET TRUMPET.) Very showy plant with trumpet-shaped blossoms in rare combinations of color, beautifully marbled and penciled. Mixed colors. Pkt. 10c.

Salvia (SCARLET SAGE.) Standard bedding plant where brightness of color is wanted. Flowers borne in spikes of fiery red, lasting long time. Pkt. 10c; ¼ oz. 60c; ½ oz. \$1.00. Annual.

Scabiosa Mixed colors. See illustration. Pkt. 10c.

Scarlet Flax (LINUM.) Bright red flowers. Pkt. 5c; oz. 25c.

Snapdragons Many colors of Giant kinds (and rust-proof). Pkt. 10c. See illustration.

Stocks TEN WEEKS. F103½. "Cut and come again" fragrant annual. Profuse bloomer. Colors range through all the soft and distinct shades.

DWARF LARGE TEN WEEKS STOCKS. In separate colors.
(F0131, BLOOD RED.)
(F0132, CARMINE PINK.)
(F0133, LAVENDER.)
(F0134, PEACH BLOSSOM.)
(F0135, WHITE.)
(F103½, MIXED COLORS.)
Your choice any color or mixed. Pkt. 10c. Any 3 Pkts. for 25c.

Strawflowers Everlasting for winter bouquets. See illustration. Pkt. 10c.

Sweet Pea Long's "33 in 1" Spencer mixture. See illustration. Pkt. 10c.

Verbena Giant mixture. See illustration. Pkt. 10c.

Wild Cucumber A quick-growing annual—30 feet in a season. Soak seed in warm water 24 hours. Pkt. 10c; oz. 25c.

Zinnia
California Giants mixed. See illustration. Pkt. 10c.
Dahlia Flowered mixed. See illustration. Pkt. 10c.
Fantasy mixed. See illustration. Pkt. 10c.
Lilliput mixed. See illustration. Pkt. 10c.
Mexicana mixed. See illustration. Pkt. 10c.
Scabiosa Flowered mixed. See illustration. Pkt. 10c.

LONG'S "Hit or Miss" A "Surprise" mixture of many kinds flower seeds—as one customer said, "It's all hit and no miss." Something new nearly every day after begins to bloom. Makes a hit with all who try it. Large pkt. 10c.

Seeds for Rock Gardens

We have never gone into the Rock Garden phase of gardening, but in answer to a demand from our customers for good but inexpensive seeds for Rock Gardens and similar uses, we have secured from seed specialists the following seeds:

Rock Garden Seeds. Annuals, in mixed varieties and colors. Pkt. 10c.

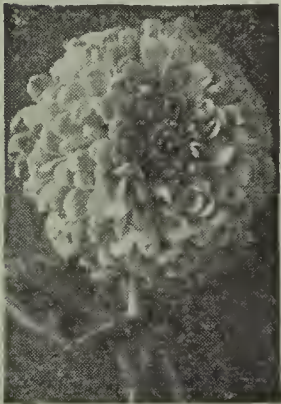
Rock Garden Seeds. Perennials, in mixed varieties and colors. Pkt. 20c.

Super Wired Wood Labels

Took me YEARS to locate the real good grade of copper wired wood label of good size and "Super-Smooth." You need them for labeling cloth bags. Very useful in garden also. Will supply you these labels at: 100 for 40c; 200 for 75c; 500 for \$1.60; 1,000 for \$3.00, prepaid.



Verbena
Make a big show
Giant mixture



Zinnia
Dahlia Flowered
in mixed colors



Zinnia—Mexicana
Two-toned flowers
Many colors mixed



Zinnia
Scabiosa Flowered
Mixed colors

LONG'S Delightful Dahlias for 1938

Five Dahlia Types

My list includes the five main types as to form. **CACTUS** has pointed petals, often the petals rolled or twisted. If petals too broad for Cactus, yet not broad enough for Decorative, then we call this the **HYBRID CACTUS** type. The **DECORATIVE** type has broad, flat petals and many of them. The **PEONY** type is similar to Decorative but has fewer petals, making the blossoms much thinner. The **SHOW** type has quilled petals, making a ball-shaped or nearly ball-shaped blossom.

Dahlia Specials

Any **FOUR** 30c kinds for \$1.00. Additional 30c kinds at 25c each.

Any **THREE** 40c kinds for \$1.00. Additional 40c kinds at 30c each.

Any **THREE** 50c kinds for \$1.20. Additional 50c kinds at 40c each.

Any **TWO** 75c kinds for \$1.20. Additional 75c kinds at 60c each.

Any **TWO** \$1.00 kinds for \$1.50. Additional \$1.00 kinds at 75c each.

ANY **TWO** \$1.50 kinds for \$2.50.

ANY **TWO** \$2.00 kinds for \$3.50.



Margaret Woodrow Wilson—Decorative

Superb Named Dahlias

All Dahlias Priced Prepaid
(Prices are for Divisions)

Amun Ra (Dec.) A mammoth Dahlia borne on stout stems of good length. The flowers are gorgeous. A combination of copper, orange and golden bronze. Each 50c.

Avalon (Dec.) Pure, clear yellow flowers of immense size. Stems long, and so strong that the big blooms are held in ideal position. Fine cutting variety. Each 40c.

Blue Bird (Dec.) A fine large flower on excellent stems. Probably the nearest approach to a blue yet originated. In the twilight it appears quite a distinct blue. Each 50c.

Cavalcade (Dec.) A fine new decorative. The formation and stem are similar to Jersey's Beauty. Color deep rich rose with tones of rosy magenta. Each \$1.00.

City of Cleveland (Informal Dec.) Unusual, russet red. Excellent. Good growing habits and it produces many flowers. Each \$1.50.

"Dee-lighted" (Show.) Pure white. Largest of show dahlias. Each 30c.

Elizabeth Long (Hy. Cactus.) A giant plant, producing immense flowers. The color combines many shadings, running through amber, pink, and bronze, a pleasing combination of autumn tints. Among its other good qualities it has proven an excellent variety for cutting. Each 75c.

Elkridge (Dec.) A superb white. Stems long and erect. Flower large and of perfect form. An ideal white for cutting. Each 50c.

Fireman (Informal Dec.) This sensational red Dahlia carried off the American Home Achievement Medal as the best undisseminated variety at Boston. The color is a flashy cardinal red with gold flushes and golden tips. Flowers are large, and are held high above the foliage on long stiff stems. A strong grower and prolific bloomer. Each \$2.00.

Gero's Pink (Show.) Rich pink, beautifully quilled. Each 30c.

Helen Hollis (Show.) Beautifully quilled, bright red. Each 30c.

Hunt's Velvet Wonder (Informal Dec.) One of the giants of the exhibition type. Color a rich, bright violet burgundy, in some lights looks like royal purple. Petals are long and wavy and taper near the tips. The huge blooms face sideways on good, strong, cane-like stems, well above foliage, which is very dark. Each \$2.00.

Jane Cowl (Dec.) A massive decorative with petals curled and twisted. Color, a glistening bronzy buff and old gold. Deeper toward center. Each 40c.

J. D. Long (Dec.) Flowers are always full and well formed. Stems long and rigid, holding the flowers erect. Color, a blending of autumn tints of salmon-pink, amber and bronze. Splendid for cutting. Each 50c.

Jersey's Beacon (Dec.) A decided novelty of Chinese scarlet with a paler reverse, giving a two-toned effect. Each 50c.

Jersey's Beauty (Dec.) Beautiful pink, excellent stem, fine keeping qualities. Each 40c.

Kathleen Norris (Dec.) An immense bloom, informal decorative in type, true rose-pink—later deepening to mallow-pink. Full-centered flower of great depth. Each 50c.

Kemps White Wonder (Hybrid Cactus.) Flowers very large on fine stems, pure white and of good substance; one of the best of all whites. Each 50c.

Kiwanian (Peony.) Long, wiry, 18-inch stems. Plant strong and tall. Flowers 8 to 9 inches. Disbudded will reach 10 to 12 inches. Color, rich American Beauty red, shading to purple red. Each 50c.

Kemp's Violet Wonder (Decorative.) A large, well-formed flower. Good stems and habit. Color, rich violet purple. Each 50c.

Lord of Autumn (Dec.) (Almy.) The super Dahlia in the yellow class. Has been grown 11 to 12 inches, and 7 inches deep in the garden of the originator. Color is a rich, deep golden yellow and the formation is as wonderful as the size. The long pointed and slightly twisted petals recurve till stem is entirely hidden for 6 inches or more, making the flower resemble a giant chrysanthemum. Each \$1.50.

Man o' War (Informal Dec.) One of the most pleasing "reds" in the garden because of its good habits of growth, fine stem and numerous large flowers. The color is a rich dark carmine. Each \$1.50.

Margaret Woodrow Wilson An exhibition dahlia of immense size and wondrous beauty. Color, an opalescent pink. Good grower. Profuse bloomer. Illustrated in opposite column. Each 50c.

Monmouth Champion (Dec.) Has brilliant orange-flame blooms borne very freely on strong, vigorous plants. Of enormous size. Each 50c.

Mrs. Alfred B. Seal (Dec.) An outstanding exhibition Seal dahlia. Pure glowing old rose or violet rose. No other dahlia like it. Each 75c.

Mrs. Carl Salbach (Dec.) Soft lavender-pink. Remarkable stems. Each 30c.

Mrs. Ida De Ver Warner (Dec.) Exquisite soft orchid. Very large. Splendid for cutting. Each 30c.

Palo Alto (Ballay.) (Semi-cactus.) Bright pinkish salmon shading to salmon gold at center. Size immense. Centers always closed. Stem stalks very tall and straight. Was awarded the Achievement Medal and is on Roll of Honor. Each \$1.50.

Pride of Fort Morgan (Dec.) A giant red decorative. "A whale of a dahlia." (Stem weak for size of bloom.) Each 50c.

Radio (Dec.) Without a doubt one of the greatest dahlias ever originated. Can be grown 11 to 12 inches in diameter. Color, blood red, edged and tipped with yellow. Each 50c.

Rollo Boy (Hy. Cactus.) Delicate shade of amber, deepening to old gold. The large flowers carried well on long stiff stems. Each 50c.

Rosa Nell (Dec.) Pure, bright rose. Immense flowers. Each 40c.

Satan (Hybrid Cactus.) A giant red that is sometimes tipped with gold. Unusually strong plant growth with fine stems. Each \$1.00.

Seal's Californian (Informal Dec.) Beautifully formed flowers of golden yellow at the center (lighter outside) with a suffusion of red-amber on reverse of petals. Tips of petals shaded bronze and rose pink. Each 50c.

The Commodore (Dec.) Very large loose petaled lemon yellow, overlaid with golden sheen. Each 75c.

Virginia Rae (Dec.) (1931.) A large flower ranging from 6-8 inches in diameter. Evenly formed and quite full. Color, old gold shaded to light terra cotta. Each 50c.

Lost Label Dahlias All good kinds, but labels lost in handling or storing. Or same may be from stocks we have in large supply and labeled. Special price, NONE labeled, our selection of kinds: 4 for \$1.00; 9 for \$2.00.

Darling Dahlias—

CUTE LITTLE POMPONS



Pompoms are the show or quilled type. Some blossoms are almost as round as a ball. The charm of these Pompon, Lilliput, Pewee or Midget Dahlias is due to their being small, prim and precise. Instead of big, careless and informal.

Pompoms measure only 2 inches or less in diameter. Don't enrich the soil for pompoms. Work for size of bloom on your mammoth varieties, but keep the Pompoms small and "just as sweet as they are."

Pompoms "bloom and bloom and bloom." They are the answer to the question, "Why don't Dahlias last longer in bouquets?" Well, Pompoms DO last longer. And such charming bouquets as they make!

CARDINAL. Fine bright cardinal red.
CLARA HARSH. Yellow, tipped crimson.
DARKNESS. Rich dark red or maroon.
DEE DEE. Pure lavender of perfect form.
DEW DROP. Light pink, edged darker.
GIRLIE. Lovely pinkish mauve color.
GOLDILOCKS. Gold, deepening at center.
HONEY. Fine light yellow, tipped red.
JESSICA. Yellow, tipped red.
JOE FETTIE. Pure white. Excellent.
LITTLE DORRIT. Maroon-purple.
LITTLE EDITH. Perfect form. Primrose-yellow, tipped bright carmine.
LITTLE HERMAN. Dark red, each petal tipped white.
ROSE WILMOTH. Rose pink. Fine form.
YELLOW GEM. Pure yellow. Best of the yellow Poms

POMPON PRICES: Any of these POMPON dahlias, labeled, at 30c each; 2 for 55c; 4 or more, alike or assorted, at 25c each.

Mixed Pompoms

Leave it to me to send you a dandy mixture of these cute little Pompoms (none labeled) at 5 for \$1.10; 10 for \$2.00, prepaid.

MASTODON

Everbearing Strawberries

True stock, free from disease. My plants officially inspected and approved. You start right when you set out **LONG'S** true Mastodon plants. Only new plants sent out. Safe delivery of plants in good growing condition guaranteed.

MASTODON plants are very robust and thrifty. Plants set out in spring begin bearing in July or early August, continuing until heavy freezing weather. They start bearing again the following June. The dark green leaves are very large and of heavy texture, thus well protecting the berries from sun and rain. The berries are borne in clusters on strong stiff stems. Some of the larger berries will not go through the top of a quart milk bottle. (Prices below.)



PLANTS SHIPPED IN SPRING ONLY



Everbearing Strawberry Plant

The "EARLY GEM" Everbearing Strawberry

Everything considered, the Mastodon seems to be the world's best Everbearing strawberry.

Whether it's Mastodon, Gem, or any other variety, your success depends greatly on getting true stock, healthy plants well packed and safely delivered. That's what you get from me.—JD.

The **GEM** doesn't make as large plants as the Mastodon. Gem plants run pretty small. But they "take hold" and establish themselves quickly.

They soon develop new leaves and begin blooming and sending out runners early.

I think it's best to pinch off first crop or two of blooms of any everbearing kind. But the "GEM" plants thrive and forge ahead even if berries are allowed to mature early in the season.

I'd say that **EARLINESS** is one of the outstanding valuable points in favor of GEM.

The berries are large, though do not average quite so large as Mastodon. Flavor is good.

Here's my idea or suggestion. I think you should have BOTH Mastodon and Gem. Everbearers "stop and go." That is, they set a crop, then rest, then set another crop. GEM leads off ahead of Mastodon with first picking. After that the two are likely to work and rest at different times, thus insuring you a more uniform supply than either one variety could.

One scale of prices for **BOTH MASTODON AND GEM** plants. You can take part each of the two kinds to get the quantity prices.

Plants are put up in bundles of 25. So make up your order, for example: 25 of one kind and 75 of the other, or 50 of each kind, to get the 100 rate. Or, 150 of one kind and 250 of another to get the 400 rate, and so on.

And here are the prices, prepaid anywhere in U. S. A.:

(50 plants, smallest order packed, for \$1.00) (100 for \$1.80) (200 for \$3.40) (300 for \$4.80) (400 for \$6.00) (500 for \$7.00) (1,000 for \$13.50). Prepaid.

Write for prices for **MASTODON PLANTS BY EXPRESS, NOT PREPAID.**

If you plant just one kind, then plant Mastodon. If plant both, better plant more Mastodon than Gem.

I have drawn a mark suggesting about where to cut off the tips of the roots before planting. Tops should be trimmed also.

"Safety-First" Purest Lawn Grass Seed

It is safest and cheapest to buy the very purest and best White Clover and Blue Grass seed for your lawn, because you avoid seeding your lawn with the noxious weeds found in cheap grass seeds, and get so much higher germination that a pound of the best will cover as much as two pounds of the cheap, chaffy, low germinating seed.

For the Lawn's Sake

Lawns may be started or old ones renewed or renovated any time from early spring to October.

New lawns should be thoroughly worked, leveled and allowed to settle, then leveled again. The more care before sowing the seed the better the results. Seed will wash to the low spots and make your lawn spotted. Sow about one part clover to three parts blue grass. Use not less than pound to 200 square feet.

Sow part the seed one way and then some more crosswise, so as to avoid streaks. Rake well before and after sowing. Water gently so often that soil never dries out until lawn is green. Clover comes quickly. Blue grass comes slowly but hangs on like grim death after gets a foothold. Clover draws nitrogen from the air and enriches the ground for itself and the blue grass.

Old lawns should be re-seeded and fertilized from time to time. Use only the purest seed. Never be afraid of sowing too much seed, nor too often. Dandelion and other weed seeds are blown or carried on to the lawn. Give the lawn a break by sowing good pure grass seed several times a season to compete with dandelion seed.

Purest White Clover

Clean seed, of bright golden color and strong vitality, "rarin' to go." Sure fine. Lb. 75c; 2 lbs. \$1.45; 3 lbs. \$2.15, prepaid, any zone.

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
5 lbs.....	\$3.20	\$3.25	\$3.35	\$3.45	\$3.55	\$3.65
10 lbs.....	6.10	6.20	6.40	6.60	6.80	7.00

Best Kentucky Blue Grass

Very heavy and clean. Lb. 50c; 2 lbs. 90c; 3 lbs. \$1.25, prepaid, any zone.

Zone:	2nd	3rd	4th	5th	6th	7th
5 lbs.....	\$1.75	\$1.80	\$1.90	\$2.00	\$2.10	\$2.20
10 lbs.....	3.30	3.40	3.60	3.80	4.00	4.20

Safety-First Mixed Seed

About one part white clover to three parts best blue grass. Lb. 60c; 2 lbs. \$1.15; 3 lbs. \$1.65, prepaid, any zone.

Zone:	2nd	3rd	4th	5th	6th	7th
5 lbs.....	\$2.15	\$2.20	\$2.30	\$2.40	\$2.50	\$2.60
10 lbs.....	4.10	4.20	4.40	4.60	4.80	5.00

Astoria Creeping Bent

For making new lawns or renewing old. There are half a dozen or more varieties of Bent grasses. Astoria heads the list. Astoria starts quickly and goes farther. It creeps on top and under the ground. Seed very fine. Use pound for 300 to 500 square feet. Astoria Bent in sealed bags:

Zone:	2nd	3rd	4th	5th
1 lb.....	\$1.10	\$1.10	\$1.10	\$1.15
3 lbs.....	3.15	3.15	3.20	3.25
5 lbs.....	5.15	5.20	5.25	5.35
10 lbs.....	9.20	9.30	9.45	9.60

Shady Nook Lawn Grass

Special mixture for shady places.

Zone:	2nd	3rd	4th	5th
1 lb.....	\$0.55	\$0.55	\$0.55	\$0.60
3 lbs.....	1.45	1.45	1.50	1.55
5 lbs.....	2.25	2.30	2.35	2.45

No Iris 'Till July

Write NOW for Special Summer Iris Price List



With the origination of new and wonderfully improved varieties of Iris, there has been a great awakening in the Iris world in the last few years.

Colors and combinations of colors never dreamed of in the past have appeared. The size of blossoms as well as plants and stems has increased beyond fondest expectations.

Luckily, I have been adding the best of the introductions from year to year and am in a position to offer you healthy stock of these new varieties at prices within allowance of your budget.

Here in "Sunny Colorado" our favorable climate permits increasing Iris stocks rapidly in order to give you the best kinds at the most reasonable prices, yet our winters are cold enough to kill off any variety not hardy enough to do well in any part of the country.

The best time to plant Iris is in the summer or fall. I offer no Iris in the spring, but concentrate my digging and shipping between the 5th of July and about the 15th of October.

My new Iris price list will be ready about June 15th. This list will not be sent to all on my regular mailing list, but to those who bought Iris of me in 1936 and 1937, and all others who ask for it.

I want you to have my 1938 Summer Iris List, but how am I to know who wants it unless you tell me? It is up to you to help me out.

Send me word any way you find most convenient. Write a postcard or letter, or make a notation at the bottom of your order and I'll see that a copy of this list reaches you as soon as printed. Plan now to add some of the beautiful new Iris originations to your garden next summer!

LONG'S VEGETABLE SEEDS

Tried and True—Best for You

Beans, Priced Prepaid

Brittle Wax The tender pods break like icicles, with seldom a sign of string. Flavor fine. The long, round fleshy pods are a beautiful yellow. Beans long, white, with dark eye. Large pkt. 10c; ½ lb. 20c; lb. 40c; 2 lbs. 75c; 3 lbs. \$1.05. Brittle Wax shown at the right.

Golden Wax Medium early flat podded variety. Tender if picked quite young but gets stringy later. Brittle Wax much better. Pkt. 5c; ½ lb. 17c; lb. 30c; 2 lbs. 55c; 3 lbs. 80c.

Stringless Green Pod Might be called a green pod "Brittle Wax." Beans brown. Pods round and tender. Splendid flavor. Large pkt. 10c; ½ lb. 20c; lb. 35c; 2 lbs. 65c.

Kentucky Wonder Favorite pole bean. Pkt. 10c; ½ lb. 20c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Colorado Cream Butter (Aztec.) Immense white bean, shape of navy. Pkt. 10c; ½ lb. 22c; lb. 40c; 2 lbs. 75c; 3 lbs. \$1.00.

Burpee's Bush Lima Pkt. 10c; ½ lb. 22c; lb. 40c; 2 lbs. 75c.

Henderson's Lima "Baby Lima." Pkt. 10c; ½ lb. 15c; lb. 25c; 2 lbs. 45c; 3 lbs. 65c.

For Larger Lots See Page 44

HOPI INDIAN LIMA BEAN

Similar to Henderson's Lima, but a little larger and thicker. Has the flavor of the large Lima. Vining type. Very heavy yielder.

HOPI PAPOOSE LIMA. Grown by the Hopi Indians "Out Where the West Begins" from prehistoric times, and but recently released from the Hopi Reservation in northern Arizona.

Hopi Papoose Lima thrives in all sections where beans are grown. "Hardy as a Hopi." Can be used green or dry.

Large pkt. 10c; ½ lb. 20c; lb. 30c; 2 lbs. 55c; 4 lbs. \$1.00, prepaid.



Scarlet Runner Usually listed in flower section only, but logically belongs with vegetables also. The pods can be used green as snap beans. In England this variety is a great favorite because of its delicious edible pods which follow the sprays of bright scarlet pea-shaped blossoms. Pkt. 10c; ½ lb. 25c; lb. 45c, prepaid.

Washington Asparagus

Seed: Pkt. 10c; oz. 15c; ¼ lb. 40c; lb. \$1.00.

Roots: 16 for 50c; 50 for \$1.00; 120 for \$2.00, prepaid.

Make the rows 2 to 3 feet apart, set plants 12 to 15 inches in row. Make a trench so the plants set just deep enough that the crowns will come 3 to 4 inches below level of ground.



Table Beets, Prepaid

PRICES: All Table Beets, LARGE PKT. 5c; oz. 10c.

Crosby's Early Egyptian Turnip shape; flesh deep red. Early.

Detroit Dark Red Globe shape; smooth; dark red; tops small, permitting close planting. A good all around early, medium or late variety. Splendid for canning when small.

Early Eclipse Similar to Early Wonder and Crosby's in season and shape, but flesh a lighter red. Most people prefer the darker red.

Early Wonder A splendid extra early variety. Quick growing attractive variety of the favorite globe shape. The flesh is dark red, sweet and tender. Fine for summer and fall use, canning, or storing for winter.

For Larger Lots See Page 44



CABBAGE---Best Kinds for Home and Market ---Prepaid

Copenhagen Market Early Round Head Cabbage, also splendid for winter, when planted later. The leaves fold so tightly that it can be grown closer together than other kinds of equal weight. Pkt. 10c; oz. 25c.

Danish Round Head (Short-Stemmed Hollander.) One of the best main crop varieties. Heads very solid; good keeper. The main variety grown by large gardeners and shippers for fall and winter use. The standard best late cabbage. Pkt. 10c; oz. 25c.

(See page 44 for sealed bags in lots of half pound or more of Copenhagen Market, Danish Round Head and Golden Acre seed.)

Golden Acre Similar to Copenhagen, but more uniform in type, a little smaller, but week or so earlier. Heads round, from 9 to 11 inches in diameter. Pkt. 10c; oz. 25c.

Danish "Baby Head" A very early round head type that takes little space for each plant. The heads are of medium size, just right for average family use, and exceedingly solid. Pkt. 10c; oz. 25c.

Chinese Or CELERY CABBAGE. Early plants often run to seed. Sow in June. Tie up like cauliflower to blanch. Pkt. 10c; oz. 30c.

EARLY JERSEY WAKEFIELD. Small pointed head. Pkt. 5c; oz. 20c.

WINNINGSTADT. Heads firm, slightly pointed, medium early. Pkt. 5c; oz. 20c.

ENKHUIZEN GLORY. Same season as Winningstadt, but head is round. Pkt. 5c; oz. 20c.

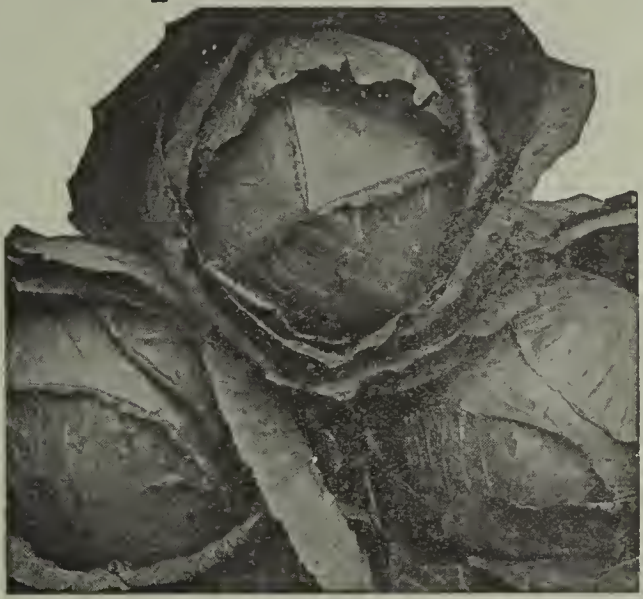
Yellows Disease Resistant Cabbage

If you have no trouble with the cabbage disease known as "Yellows," then plant the regular stocks. But if this disease has gotten into your soil it will STAY there, and cause you partial or total loss of your cabbage crop, unless you switch to the **Yellows-Resistant strains**. The **Yellows-Resistant** strains are about 10 days later and not so uniform in type as regular strains.

Marion Market (Yellows-Resistant.) Use in place of Copenhagen Market. Very similar. Pkt. 10c; oz. 30c; ¼ lb. 90c; ½ lb. \$1.50; lb. \$2.70, prepaid.

Wisconsin No. 8 Used in place of Danish Round Head where Yellows-Resistant is needed. Pkt. 10c; oz. 30c; ¼ lb. 90c; ½ lb. \$1.50; lb., \$2.70, prepaid.

Globe (Yellows-Resistant.) Enkhuizen Glory type. Heads large, firm, globular. Pkt. 10c; oz. 35c; ¼ lb. \$1.00; ½ lb. \$1.80; lb. \$3.20, prepaid.



LATE FLAT DUTCH. Very large. Pkt. 5c; oz. 20c.

SAVOY CABBAGE. Leaves beautifully crimped. Fine flavor. Pkt. 5c; oz. 20c.

MAMMOTH ROCK RED. Large red cabbage. Pkt. 5c; oz. 20c.

Brussels Sprouts Tiny cabbages; grow closely on stalks. Pkt. 5c; oz. 25c.

For Larger Lots See Page 44

Mangels, Sugar Beets, Prepaid



Culture: Sow 4 to 6 lbs. to acre in rows 24 inches apart. In good ground you can raise 30 to 40 tons per acre. A mixture of mangels and sugar beets is good combination. Add carrots for dessert!

Prices: All Mangels, also **LONG'S** Special Mixture of Mangels and Sugar Beets: Pkt. 5c; oz. 10c; ¼ lb. 25c; lb. 60c; 3 lbs. \$1.50; 5 lbs. \$2.25; 10 lbs. \$4.00, prepaid.

MAMMOTH LONG RED. Great yielder. One of the best.

GOLDEN TANKARD. Roots thick and short.

GIANT HALF SUGAR. About half out of the ground.

WANZLEBEN SUGAR BEET. The standard sugar beet. True strain.

Prices above.

Special Mixture of Mangels and Sugar Beets

Mixed by myself from our tested seed. Better for stock than all Mangels or all Sugar Beets. Prices above.

Egg Plant

Culture: Start plants in box or hotbed. Do not set out until quite warm weather. Very tender. Ground should be rich.

BLACK BEAUTY. Pkt. 10c; ½ oz. 25c.

Endive

WHITE CURLED. Pkt. 5c; oz. 15c; ¼ lb. 30c.

BROAD LEAVED. Pkt. 5c; oz. 15c; ¼ lb. 30c.

CARROTS

Six Super-Six, Prepaid

OXHEART. Short, thick roots, orange flesh. Large pkt. 5c; oz. 10c.

DANVER'S HALF LONG. Medium length, orange color. Large pkt. 5c; oz. 10c.

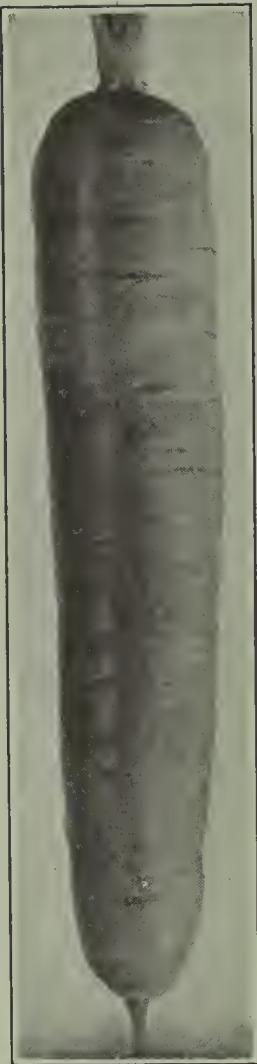
CHANTENAY. Splendid table carrot. Large pkt. 5c; oz. 10c.

NANTES. Roots almost cylindrical, about 6 inches long; smooth. Flesh orange-red, very sweet, and almost without core. Large pkt. 5c; oz. 10c.

MORSE'S BUNCHING. (New.) Tops short. Stems medium size and strong. Roots at maturity $1\frac{1}{4}$ by 8 inches, almost cylindrical with rounded shoulders (see illustration at left). Large pkt. 5c; oz. 10c.

CHANTENAY (NEW RED CORED). A distinct improvement over the well-known Chantenay in color, texture, and quality of flesh. Roots $5\frac{1}{2}$ to 6 inches long, $2\frac{1}{4}$ inches thick at the shoulder; tapered, stump-rooted; flesh and core reddish-orange, fine grained, sweet. Large pkt. 5c; oz. 10c.

For Larger Lots See Page 44



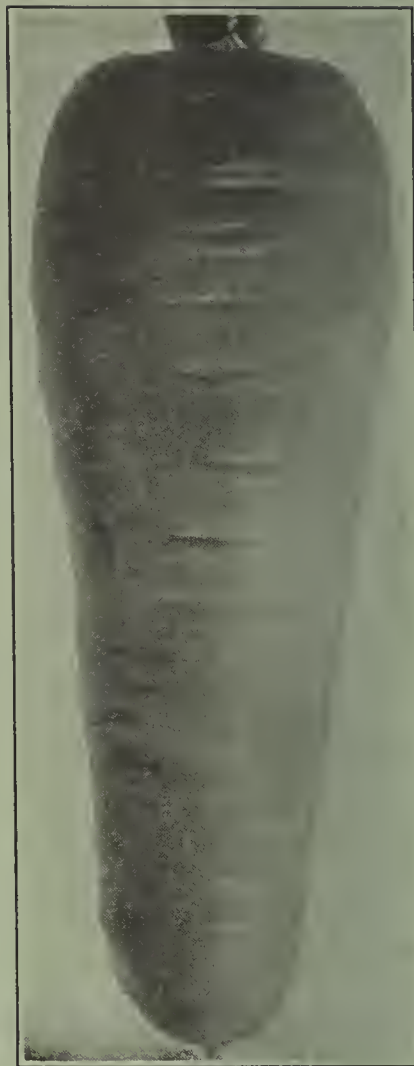
Morse's
Bunching



40c. Plants, 3 clumps for 50c; 7 for \$1.00, prepaid. (Clumps can be divided.)

Chives

Perennial herb. The leaves have a delicate onion flavor. For seasoning green salads. Lavender flowers. Seed, Pkt. 10c; $\frac{1}{2}$ oz.



Chantenay
Red Cored

Celery, Prepaid



stalks it should be taken up, trenched or banked up in cellar. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 40c.

Culture: Sow in protected bed; sow thin and cover lightly. Transplant in June. Ask your Agricultural College for information on celery growing.

GOLDEN SELF-BLANCHING. One of the best early kinds for fall use. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 40c.

GIANT PASCAL. The best late celery for winter use. May be blanched with soil, paper or boards. To get those brittle, sweet, white

GIANT PASCAL. Special Stock. Re-selected. Fine. Pkt. 15c; $\frac{1}{2}$ oz. 40c; oz. 75c.

WHITE PLUME. Preferred by some to Self-Blanching. Fall variety easily blanched. Pkt. 5c; $\frac{1}{2}$ oz. 25c; oz. 40c.

CELERIAC. For seasoning meats, soups, salads. Turnip-shaped roots. Pkt. 5c; oz. 25c.

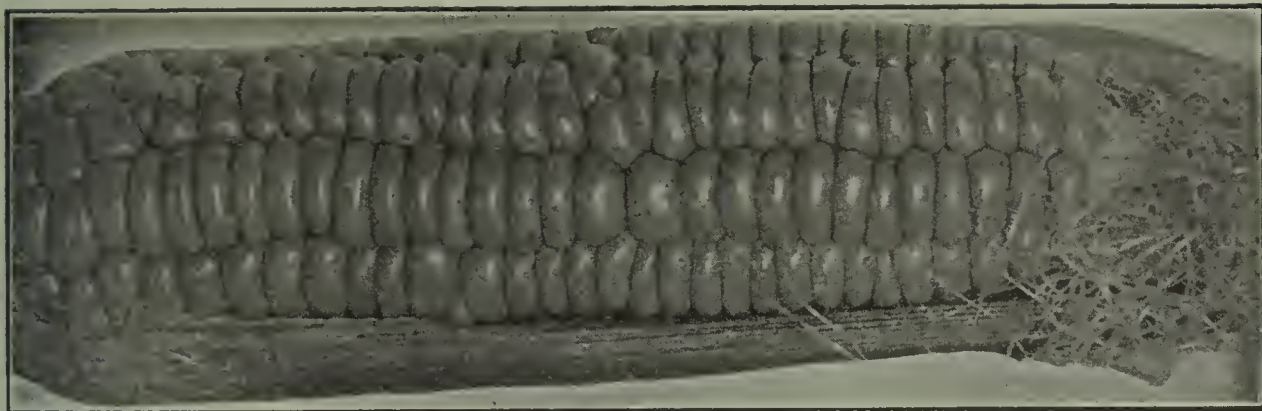
Cauliflower, Prepaid



PRICES: Price for either variety: Pkt. 10c; $\frac{1}{8}$ oz. 30c; $\frac{1}{4}$ oz. 50c; $\frac{1}{2}$ oz. 90c; oz. \$1.50; $\frac{1}{4}$ lb. \$5.00; $\frac{1}{2}$ lb. \$9.50; lb. \$18.00.

EARLY SNOWBALL. Early and main crop variety. Selected imported seed.

DRY WEATHER. Very large, white heads. Also called Danish Giant. Later than Snowball. High grade imported seed.



Sweet Corn, Prepaid

PRICES: All Sweet Corn at: Large pkt. 10c; $\frac{1}{2}$ lb. 20c; 1 lb. 30c; 3 lbs. 80c (alike or assorted kinds), prepaid.

FOR LARGER LOTS SEE PAGE 44

GOLDEN BANTAM. If you plant just one kind of Sweet Corn, then make this the one. Not only sweet, but the silks or "whiskers" come out easily, leaving a nice clean ear for cooking.

"EARLY SUNSHINE." Similar to Bantam in color and size but a week earlier.

EARLY GOLDEN GEM. Small ears but exceedingly early.

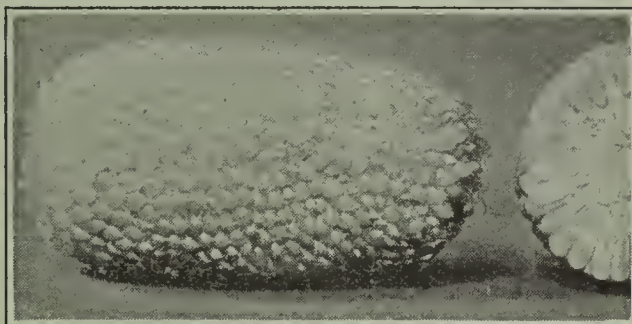
GOLDEN EARLY MARKET. Large, early, sweet, big seller.

GIANT BANTAM. Known also as Bantam-Evergreen. Golden color.

GILL'S EARLY GOLDEN SWEET. Early Gem and Early Golden Market cross. Has the good qualities of Gem, but larger. **Early.**

STOWELL'S EVERGREEN. Large white.

COUNTRY GENTLEMAN. Tall late, white.



Pop Corn, Prepaid

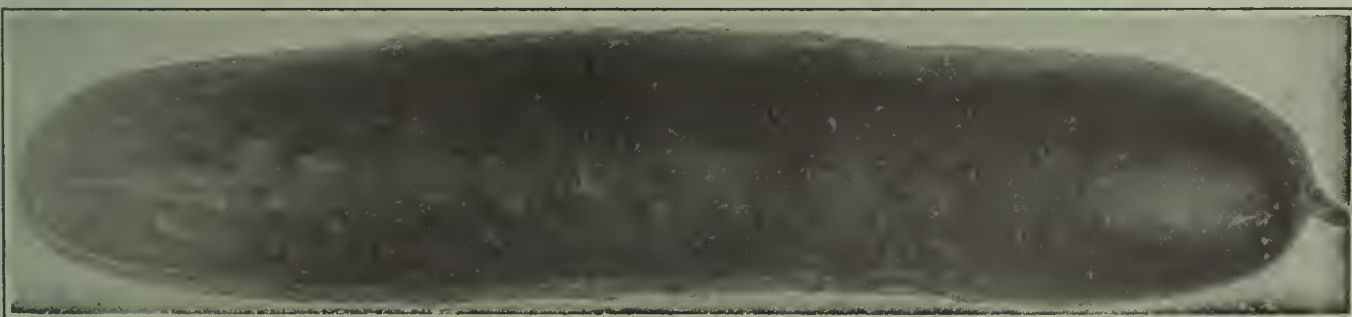
JAPANESE HULL-LESS. Ears are short and "stubby." Grains very deep and slim. Hulls thin and transparent. Pkt. 10c; $\frac{1}{2}$ lb. 15c; 1 lb. 30c; 2 lbs. 55c; 3 lbs. 80c, prepaid.

WHITE RICE. Pkt. 5c; $\frac{1}{2}$ lb. 15c; 1 lb. 25c; 2 lbs. 45c, postpaid.

MAMMOTH WHITE, SPANISH. Pkt. 10c; $\frac{1}{2}$ lb. 15c; 1 lb. 30c; 3 lbs. 80c, prepaid.

DYNAMITE. Also known as "**T. N. T.**," also **So. American.** Large ears and grains. Rich yellow, which, when popped, gives the effect of buttered pop corn. Pkt. 10c; $\frac{1}{2}$ lb. 15c; 1 lb. 30c; 2 lbs. 55c; 3 lbs. 80c, prepaid.

Cucumbers, Prepaid *For Larger Lots See Page 44*



"Long's Long Longed-For Longest Long Green"

Extra long variety of beautiful appearance and splendid flavor. For pickles or slicing. For home or market.

Really, you're missing something fine if fail to plant at least a few hills of this "Cuke." When well grown, the fruits are about a foot long and $2\frac{1}{2}$ inches in diameter near the blossom end, tapering slightly toward the stem.

The flesh is white and crisp and noticeably free from that bitterness usually found in Long Green varieties. Large pkt. 10c; oz. 20c. (Call this the 5L Cuke for short.)

Prices: All CUCUMBERS (except "5L") at: LARGE Pkt. 5c; oz. 10c.

EARLY FORTUNE. Fine for pickles when small, and good slicer.

EARLY WHITE SPINE. Old favorite.

KLONDIKE. Very early white spine.

BOSTON PICKLING. For pickles.

IMPROVED LONG GREEN.

DAVIS PERFECT. So nearly perfect in shape it often brings extra price.

WEST INDIA GHERKIN. Very small prickly sort, for pickles only. Use when quite young. Pkt. 5c; oz. 25c.

Head Lettuce, Prepaid

Prices: All varieties **LETTUCE: LARGE**
PKT. 5c; Oz. 10c.

Improved Hanson Good heading variety. May also be used as leaf lettuce.

Iceberg Similar to Hanson. Crisp and tender. Fine for home gardens.

Big Boston Popular market variety.

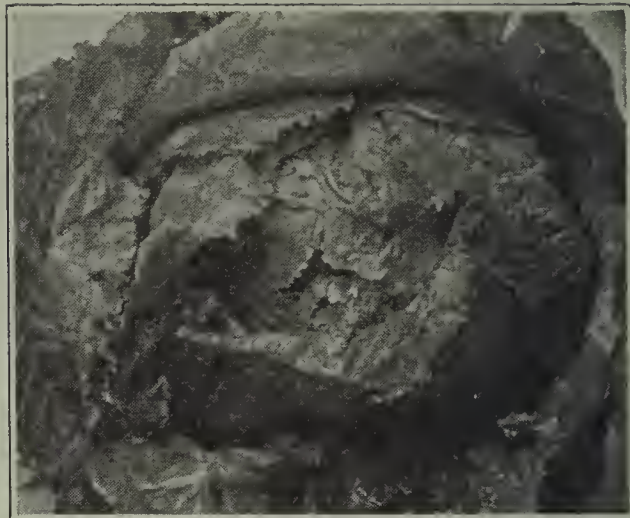
Denver Market Rather loose head; leaves light golden green.

Early Prize Head Forms loose head. Leaves crimped; tinged brownish-red.

Cos One of the surest blanching kinds, of elongated form.

Mignonette Here it is! A delicious head lettuce that is almost 100% sure to head. Ideal for the home garden. Heads small. The outer leaves have a bronzed cast. The solid heads are a creamy greenish color.

New York Also called Los Angeles, Wonderful, Mountain Iceberg, and Western Iceberg. True selected stock of this NEW YORK head lettuce seed: (Pkt. 5c) (oz. 10c) (¼ lb. 40c) (lb. \$1.20) (2 lbs. \$2.30) (3 lbs. \$3.30) (4 lbs. \$4.20) (5 lbs. \$5.00), prepaid.



Head Lettuce—New York

LEAF LETTUCE, PREPAID

Black Seeded Simpson

Grows quickly, making fluffy, loose bunch of tender, creamy leaves of delicate flavor. Fine.

Grand Rapids Makes large, compact bunches of light green leaves with fringed edges. The kind to grow in hothouses and hotbeds or cold-frames. Splendid for open garden also.

For Larger Lots See Page 44

Herbs All 10c Pkt.

Caraway, Catnip, Coriander, Fennel, Lavender, Marjoram, Rosemary, Savory, Dill—Oz. 15c; Sage—½ Oz. 25c.

Kohl-Rabi

WHITE VIENNA. The best. Has flavor of cauliflower. Pkt. 10c; oz. 25c; ¼ lb. 70c.

Kale, or Borecole

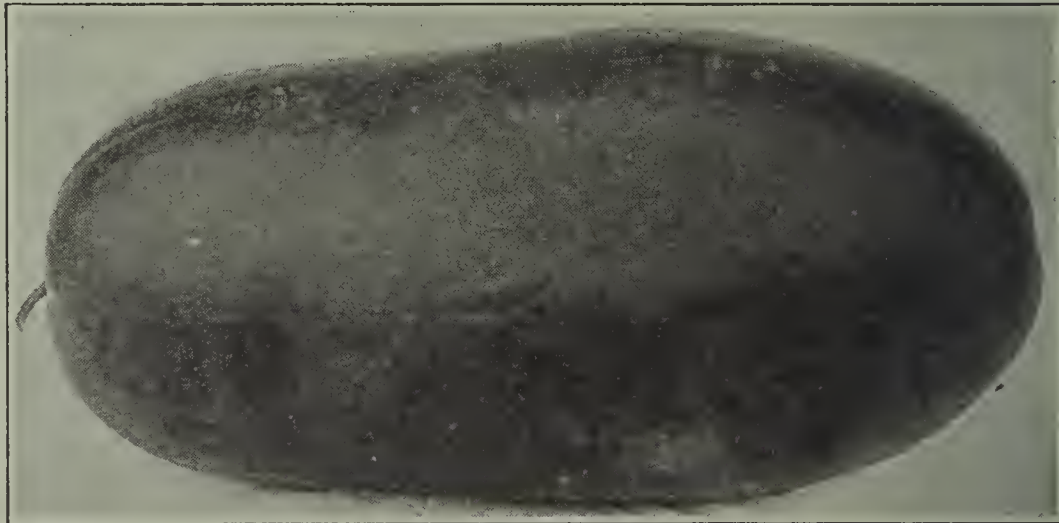
Used for greens. Pkt. 5c; oz. 15c.

Water Melons, Prepaid

PRICES: All Water Melons, **LARGE PKT.** 5c; Oz. 10c.

BEST FOUR WATER MELONS

Fordhook Early
Stone Mountain
Kleckley's Sweet
Klondike



Kleckley's Sweet—Improved

Fordhook Early The earliest and best melon of good size. Fruit round, skin dark green, flesh is bright red, of fine quality. Brown seeded.

Ice Cream Very sweet, early melon for home or home market.

King and Queen (Winter Watermelon.) A Russian variety of fair size, round in shape; rind light cream with green striping; early.

Klondike The favorite brown seeded strain. Flesh deep red, stringless and melting. Seeds small, spotted white and brown. Weight around 25 pounds.

Kleckley's Sweet The skin is dark green, flesh bright scarlet, ripening close to the skin. Solid heart does not crack open when ripe. Sweet, sugary.

Stone Mountain A large, nearly round melon having red flesh and free from stringiness. Very productive and excellent for home use. Big seller. (Also called "Dixie Belle.")

Tom Watson Similar to Kleckley's Sweet, but still larger, and firmer.

Citron Used for preserves. Pkt. 5c; oz. 15c; ¼ lb. 35c.

For Larger Lots See Page 44



Greeley Wonder Melon—"Sweet as Honey"

PRICES: All Musk Melons and Cantaloupes, **LARGE PKT. 5c; Oz. 10c, Prepaid.**

ROCKY FORD. The green meated strain.

HALE'S BEST. One of the best of the Rocky Ford type Cantaloupes. Early. Salmon-colored flesh. Good keeper and shipper.

Hale's Jumbo Similar in quality to the smaller shipping type, Hale's Best, but much larger. Hale's Jumbo is preferred by many for the home garden, also for nearby markets and roadside stands. It is rather large for crating, though sometimes nine can be put into a flat crate. Flesh thick and of deep salmon.

EMERALD GEM. Small, early salmon flesh melon, fine grained and sweet. Not a shipper.

HONEY DEW. Large late melon that ripens after being picked and stored, if fails to mature in field. **Green flesh.**

HONEY DEW. Same as above, but flesh **salmon.** (Be sure to state which wanted.)

BANANA. These Musk Melons are banana shape and have a banana-like flavor. Thick salmon flesh.

GARDEN LEMON. Very small. For pickles and preserves. Pkt. 5c; oz. 20c.

(For larger lots of Water Melon and Musk Melon see page 44.)

Greeley Wonder Musk Melon

Originated near Greeley, Colorado. Named and introduced by myself. Although earlier than the well-known Rocky Ford, it is ever so much larger, has finer flavor, weighs 5 to 8 pounds, with record of 12 to 15 pounds at times. Has the right of way on the Northern Colorado melon market. Does well wherever melons are grown. Salmon flesh. (Large Pkt. 5c) (oz. 10c) (¼ lb. 25c) (1 lb. 80c) (2 lbs. \$1.50) (3 lbs. \$2.10) (5 lbs. \$3.30).

Large New "Milwaukee Market" Musk Melon

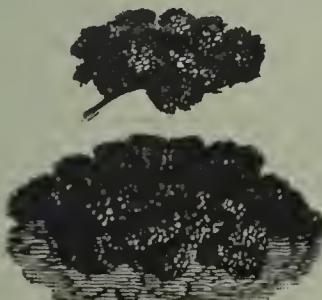
Very highly recommended. Medium to large, oval, salmon-fleshed melon. Very prolific, vigorous grower, producing up to 10 large melons to the vine. Does not crack open as some kinds do. Disease resistant. Flavor excellent. Pkt. 5c; oz. 10c; ¼ lb. 25c; 1 lb. 80c, prepaid.

Mustard, Prepaid

OSTRICH PLUME. Leaves long, ruffled and curved. Cook it like spinach. Pkt. 5c; oz. 10c; ¼ lb. 25c; 1 lb. 70c, prepaid.

Okra, or Gumbo, Prepaid

The green pods are used in soups, to which they impart a rich flavor. Pkt. 5c; oz. 15c.



Parsley

Culture: Soak seed in tepid water a few hours before planting. Cover ½ inch.

DARK MOSS CURLED. Fine for garnishing. Pkt. 5c; oz. 15c; ¼ lb. 35c.

LONG'S Parsnips, Prepaid



Culture: Sow early in deep mellow soil, pressing soil after planting.

HOLLOW CROWN. Large. Pkt. 5c; oz. 10c; ¼ lb. 25c; 1 lb. 60c; 2 lbs. \$1.00, prepaid.

Onions, for Home and Market, Prepaid

Here's That Early Golden Yellow Colorado Onion

Mountain Danvers—Franklin's Improved Strain

Improved Mountain Danvers is extra early, often being ready for market when prices are highest. Also one of the best main crop kinds, keeping and shipping especially well.

Improved Mountain Danvers insures a crop in many localities where season is short and ordinary kinds would not make good. Also in lower altitudes. Has record yields of 600 sacks to the acre.

The rich, golden yellow onions, developed by A. L. Franklin, are ideal globe shape, nearly as round and sound as baseballs. Necks thin.

PREPAID PRICES

Large Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. for 50c; $\frac{1}{2}$ lb. for 80c; 1 lb. for \$1.40; 2 lbs. for \$2.60; 3 lbs. for \$3.75; 4 lbs. for \$4.80; 5 lbs. for \$5.75.

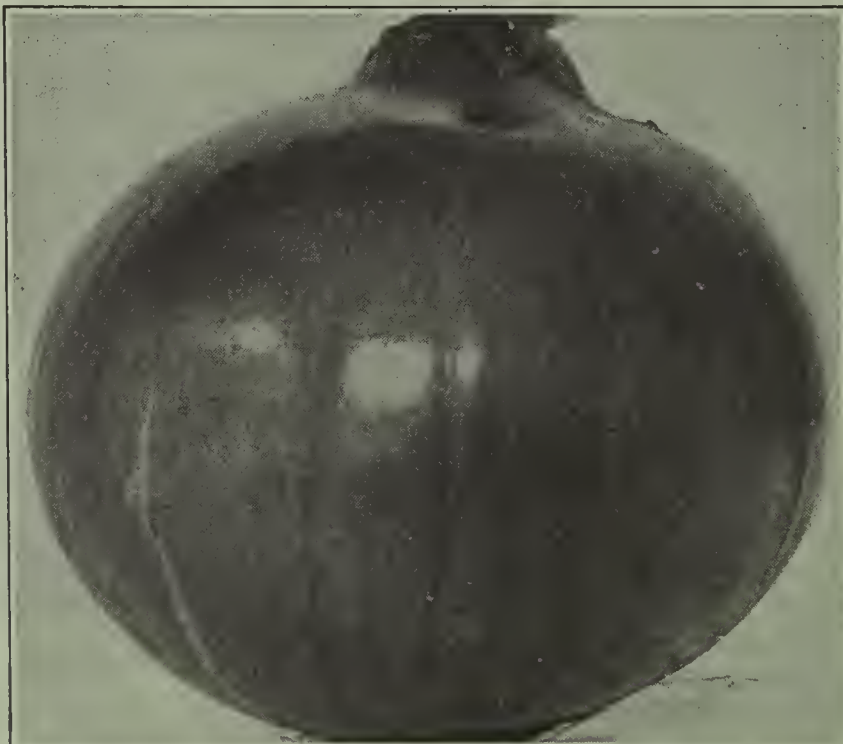
Write for prices on larger lots.



Yellow Sweet Spanish Onion—Riverside Strain

The bronze-yellow globe onions are much larger than Prize Taker and Denia. Flesh pure white, fine grained, sweet and mild. Heavy yielder.

SPECIAL PREPAID PRICES for Pure Riverside Strain. (Large pkt. 5c) (oz. 20c) ($\frac{1}{4}$ lb. 50c) ($\frac{1}{2}$ lb. 80c) (pound \$1.40) (2 lbs. \$2.70) (3 lbs. \$3.90) (4 lbs. \$5.00) (5 lbs. \$6.00). Write for prices on larger lots.



Golden Sweet Spanish Onion—Riverside Strain

White Spanish

A sport from Yellow Riverside Spanish. Large, mild, heavy yielder. Large pkt. 10c; oz. 25c; $\frac{1}{4}$ lb. 70c; $\frac{1}{2}$ lb. \$1.20; lb. \$2.20.

White Silverskin

A good medium size. Is early, mild, long keeper. Large pkt. 5c; oz. 15c.

White Globe

Pure white, long keeper. Large pkt. 5c; oz. 20c.

WHITE BARLETTA

Very early pickling. Large pkt. 5c; oz. 15c.

SOUTHPORT RED GLOBE

Leading red money maker. Large pkt. 5c; oz. 15c.

SO. YELLOW GLOBE

Good yielder. Good seller. Large pkt. 5c; oz. 15c.

YELLOW GLOBE

DANVERS

Later than Mt. Danvers. Large pkt. 5c; oz. 15c.

For larger lots of Onion seed, see page 44.



Onion Plants Prepaid

CRYSTAL WHITE WAX.

The mildest of all white onions. Splendid to pull for green onions in early stages of growth. Produce large, fine crystal white mature onions of large size; ripen very early, usually bringing top price of the season for early fall delivery.

Tied in bundles of approximately 100 plants to the bunch. 2 bunches (smallest quantity packed) 50c; 5 bunches \$1.00; 12 bunches \$2.00; 25 bunches \$4.00, prepaid within 4th zone only.



Colorado Grown "Hand Polished" Onion Sets

LONG'S Regular Sets

That's no joke. These sets are actually hand-polished, as they are rubbed by hand to remove all dirt, roots, tops and any other trash.

For a succession of fresh Green Table Onions, plant sets at different times, from early March until July.

Large Dry Onions for fall and winter use are easily raised from sets. Costs more to plant than seed, but returns are quicker, and most of the tedious hand labor of thinning and weeding is obviated. **Use the smaller size sets for growing large bulbs.** Plant hazel or tiny size, not the larger unless you have to, as the smaller sets are cheaper even at higher price per quart and make better matured dry onions.

PRICES FOR REGULAR SETS

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
YELLOW						
1 Quart....	\$0.23	\$0.24	\$0.25	\$0.26	\$0.27	\$0.29
2 Quarts...	.40	.41	.44	.47	.49	.53
4 Quarts...	.72	.76	.83	.92	.99	1.09
8 Quarts...	1.24	1.32	1.45	1.61	1.75	1.93
16 Quarts...	2.28	2.43	2.68	2.98	3.26	3.60

WHITE

1 Quart....	.25	.26	.27	.28	.29	.31
2 Quarts...	.46	.47	.50	.53	.55	.59
4 Quarts...	.82	.83	.90	.99	1.06	1.16
8 Quarts...	1.44	1.52	1.65	1.81	1.95	2.13
16 Quarts...	2.48	2.63	2.88	3.18	3.46	3.80

All sets figured at 32 lbs. to bushel (1 lb. to quart).

"Tiny" Onion Sets, Prepaid

The smallest of all Onion Sets, about twice as large as garden peas. You don't need to set them, just sow in a row like peas and cover about one inch. They make early green onions a little later than regular sets and much earlier than seed. They are especially valuable for growing large dry onions for winter use. Being so small you get all the way from 600 to nearly 1,000 Tiny sets to the quart. Crop matures earlier than onions from seed.

YELLOW TINY SETS: Pint 35c; qt. 60c; 2 qts. \$1.00; 4 qts. \$1.80, prepaid, any zone.

WHITE TINY SETS: Pint 40c; qt. 70c; 2 qts. \$1.20; 4 qts. \$2.20, prepaid, any zone.

LONG'S Hazel Size Sets

Hazels are just like other bottom sets except that they run smaller in size. The smaller size not only gives you about twice as many sets to the quart as you get when buying ordinary size sets, but also gives you a better set, for this reason: A good many sets of the size usually sold will send up a seed stalk, which causes a hard, woody center.

But with Hazel Size Sets you rarely if ever have any trouble with seed stalks. They make the finest green onions and the best of matured bulbs, and the crop is ready for market before onions from seed come in.

PRICES FOR HAZEL SETS

(About 300 to the Quart)

HAZEL YELLOW	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
1 Quart....	\$0.33	\$0.34	\$0.35	\$0.36	\$0.37	\$0.39
2 Quarts...	.61	.62	.65	.68	.70	.74
4 Quarts...	1.12	1.19	1.23	1.32	1.39	1.49
8 Quarts...	1.94	2.02	2.15	2.31	2.45	2.63
16 Quarts...	3.68	3.83	4.08	4.38	4.66	5.00

HAZEL WHITE

1 Quart....	.39	.40	.41	.42	.43	.45
2 Quarts...	.70	.71	.74	.77	.79	.83
4 Quarts...	1.32	1.39	1.43	1.52	1.59	1.69
8 Quarts...	2.44	2.52	2.65	2.81	2.95	3.13
16 Quarts...	4.48	4.63	4.88	5.18	5.46	5.80

Strong Talk About Mild Onions

One thing I never do is to promise anyone that a certain onion is very mild. Some kinds naturally milder than others, but any likely to be hot. Depends a lot on how grown. If growth is rapid, with plenty of water, the onions will be milder than if plants stunted, growth slower, and water insufficient. Some customers report that they find Mountain Sweet Spanish milder than other kinds. But why a mild onion anyhow? If want something real mild, eat an egg plant, or mushroom.

In growing onions for market, use discretion. Don't grow too many of the Crystal White Wax produced from onion plants. They are fine, but the onions must be marketed soon after matured. Cannot be kept for rise in price like the standard sorts grown from seed, such as Southport Globes, Silverskin, Danvers, Mt. Danvers, and Mt. Sweet Spanish.

Popular, Profitable Peas, Priced Prepaid

Alaska Early smooth pea, standing early planting, but hard to sell after the larger sorts come in a little later. Pkt. 5c; ½ lb. 15c; lb. 30c; 2 lbs. 55c; 3 lbs. 80c.

Alderman The Tall Telephone type, but preferred by many to that good variety. If you plant just one of the tall, immense podded kinds, make this the one. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Ameer Almost as early as Alaska, but larger. Smooth seeded, Pkt. 5c; ¼ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Blue Bantam Discontinued. Improved Laxtonian is better.

Dwarf Telephone A second early pea with short to medium vine, but pods and peas nearly as large as Laxtonian. A little later than Laxtonian. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Edible Pod Dwarf Gray Sugar. Pods as well as peas are cooked, like snap beans. Pkt. 5c; ½ lb. 18c; lb. 35c.

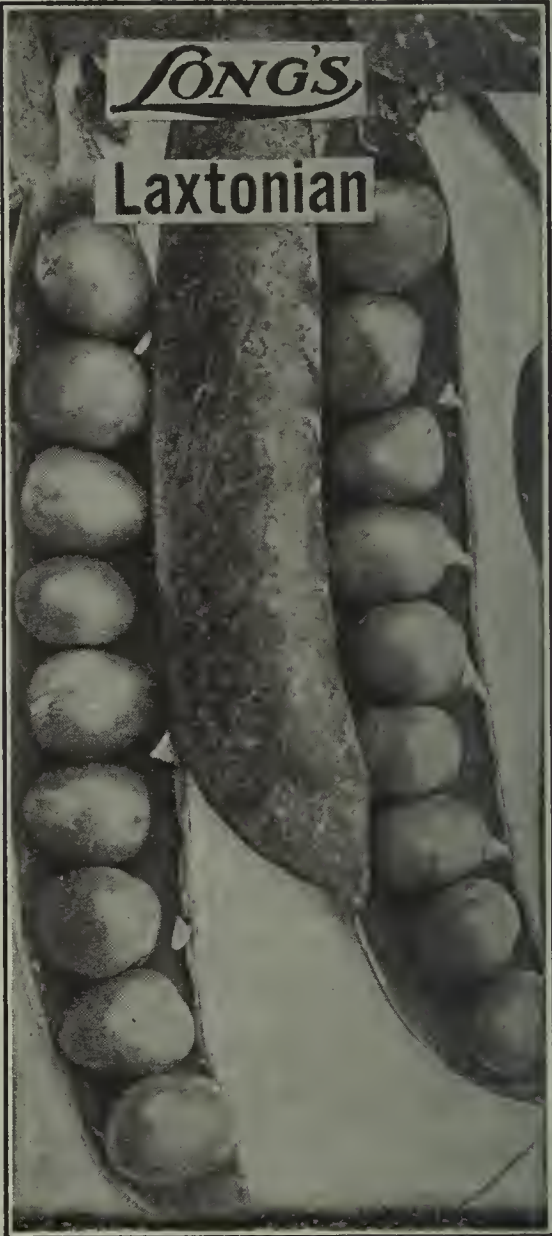
Everbearing (Bliss.) A later sort that continues bearing for some time. Stridah is ever so much better. Pkt. 5c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Large, Luscious Laxtonian This big variety is as early as the small American Wonder, and only a little later than Alaska. Pods long, vines short. Peas are large, wrinkled, sweet, running 7 to 10 in a pod. Vines require no staking; rows may be planted close, to economize space; peas easily gathered by the handful, and the shelling of a mess is a short job, on account of the size of pods and peas. **Improved strain. Extra fine.** Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 60c; 3 lbs. 80c.

Little Marvel Early; vine short; pods not large, but always packed tight. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Stridah A wonderful new variety, second early, small to medium vines, giant pods, filled with large peas of splendid flavor. Take my word for it. Plant and see what you discover. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Tall Telephone Discontinued. Plant **ALDERMAN**. For larger lots see page 44.



SONG'S Long Season Pea Collection

Plant these all same time, early spring best, and you will have a succession of luscious green peas for weeks.

½ lb. Alaska	\$0.15
1 lb. Laxtonian35
½ lb. Little Marvel.....	.18
½ lb. Dwarf Telephone18
½ lb. Stridah18
½ lb. Alderman18

Total value.....\$1.22

Special Price: \$1.00 for All, Prepaid

All Collections Prepaid

To prolong the season still more, plant Alaska and Laxtonian first and early. In week or so plant Blue Bantam and Dwarf Telephone. Then a week or 10 days later plant Stridah and Alderman. Don't hold any until late in spring. Peas do best if planted rather early.

Bear this in mind. The smooth varieties, like Alaska and Ameer, may be planted very early, even in February if soil permits. They seldom, if ever, rot in the cold wet ground. Because of this these kinds are valuable. They deliver the goods early. But the wrinkled kinds—Laxtonian, Gradus, Stridah, Alderman, etc.—in fact, all the others in my list, are sweeter and should be planted fairly early.

Peas thrive best in the cooler early months of the season, and do not do very well from late plantings. Beans like hot weather but peas prefer it cooler. So plant liberally early in spring. Sow rather thick, using a pound to about 75 feet of row.

Heavy, stiff clay soils, or, in fact, most any kind, can be loosened and improved by sprinkling a pound of lime to 10 square feet and working it into the soil a month or so before planting. Do not use lime and manure the same season.

Peppers, Prepaid

Culture: Sow $\frac{1}{4}$ in. deep in hotbed or shallow boxes. Follow same suggestions given above for tomatoes. Peppers will not germinate if ground is cold. Plants tender. Set out 12x24 inches, after late frosts.

RUBY KING. Large sweet pepper. Pkt. 5c; $\frac{1}{2}$ oz. 25c; oz. 40c.

CHINESE GIANT. Larger than Ruby King. Mild. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 50c; $\frac{1}{4}$ lb. \$1.40.

LONG RED CAYENNE. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c. "Full of pep."



RED CHILI. Small, red, very hot. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c.

PIMIENTO. Mildest of all peppers. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 45c.

NEAPOLITAN. Early. Fruit grow upright. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c.

HARRIS EARLY GIANT. Earliest of all giant peppers. Enormous fruits nearly 5 inches high and $3\frac{1}{2}$ inches through. Valuable for home or market. Pkt. 10c; $\frac{1}{2}$ oz. 20c; oz. 35c; $\frac{1}{4}$ lb. 90c.

WORLD BEATER. A cross between Chinese Giant and Ruby King, having earliness of latter and size of the former. Flesh thick and mild. Very productive. Pkt. 10c; $\frac{1}{2}$ oz. 20c; oz. 35c; $\frac{1}{4}$ lb. 90c.

CALIFORNIA WONDER. Similar to Chinese Giant, with remarkably crisp, tender and sweet flesh. Shape uniformly good. Not lopsided. Base level. Ideal for stuffing. A real wonder. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 40c; $\frac{1}{4}$ lb. \$1.20; lb. \$3.60.

Rhubarb, Pie Plant

Sow the seed in spring, and transplant where wanted the following spring. Pkt. 5c; oz. 20c.

Pumpkins, Prepaid

For larger lots see page 44

Small Sugar The good old yellow pie pumpkin. Pkt. 5c; oz. 10c.

Large Field Pkt. 5c; oz. 10c.

King of Mammoths Largest of all pumpkins, yet good for pies as well as for stock. Pkt. 10c; oz. 15c.

Best Rutabaga, Prepaid



A.M. PURPLE TOP. Color purple above and yellow under the ground. Flesh yellow and solid; few leaves and small neck. Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 25c; lb. 70c; 2 lbs. \$1.20.

Rutabagas require longer to mature a crop than is needed for turnips. Better plant rutabagas before July 1st most sections. But turnips may be sown from early spring until August. Keep fresh supply coming.

Crisp Radishes for Home and Market, Prepaid

PRICES: All Radishes: Large Pkt. 5c; Oz. 10c.

Early Scarlet Turnip **WHITE TIP** (Sparkler strain). Quick growing, very attractive for bunching account rich red color, except bottom, which is white.

Glass Or **CINCINNATI MARKET.** Corresponds to Icicle, but color is red. The best long red.

French Breakfast Half long type. Red, shading to white at base. Soon gets pithy.

Saxa Exceedingly early bright scarlet round radish, with few leaves.

White Strasburg Similar to Icicle but larger and later.

Crimson Giant Round, bright red, growing quickly to bunching size, but will keep right on growing to large size without losing its crispness. I plant Crimson Giant and Icicle from early spring until September and have fresh, crisp radishes all summer and until late in fall.

Chinese Rose (Winter.) Pink, oval or half long.

White Chinese (Winter.) Very large, mild and juicy. Extra fine.



White Icicle The name just fits. Is one of the earliest long radishes, good for sowing every few weeks from early spring until September.

For Larger Lots See Page 44

Salsify (Vegetable Oyster)



Good substitute for oysters. Sow where may remain until late in fall, or may be left in ground and dug as needed in winter. Large pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 60c, prepaid.

Squash, Prepaid



All Squash: Large Pkt. 5c; Oz. 10c.

TRUE HUBBARD. The good old green, solid, hard shell, long keeping, fine flavored kind that melts in your mouth.

SWEET POTATO. Large oval squash, tapering at blossom end. Skin olive-green. When baked, resembles sweet potatoes.

DELICIOUS. Varies in form and color.

WHITE BUSH SCALLOPED. For summer use.

GIANT CROOKNECKED. Best of summer squashes.

BANANA. As name implies, this is a long squash. When baked the thick golden meat is indeed delicious.

NEW TABLE QUEEN. Small but very prolific. Size 5 to 6 in. long; 4 to 5 in. across. Flavor splendid. Table Queen usually has thin, dark green shell, but color varies. Can be baked or boiled in 20 minutes. Served in halves, it is most attractive and delicious. Early, yet stores well.

For Larger Lots See Page 44

I know a good gardener who plants his melons, squash and cucumbers twice, whether they need it or not. First planting is made early. If escapes frost, he has an early start. But the second planting is in same rows, but made a week or so later. In case the first planting freezes off, the second one is there all ready to pop through, and comes on earlier than if the patch were replanted after frost. Cost of seed is a small item compared with results from early crop. If both lots escape frost, the late one is hoed out. Looks to me like a mighty good plan.

Spinach, Prepaid



All Spinach: LARGE PKT. 5c; Oz. 10c.

BLOOMSDALE, SAVOY LEAVED. One of the best early varieties. Popeye's favorite.

VIROFLAY. Vigorous growing early kind with large, thick, dark green leaves.

"KING OF DENMARK." Does not run to seed as quickly as some kinds. Makes a quick growth of dark green leaves, large and attractively crumpled.

For Larger Lots See Page 44

Swiss Chard, Prepaid



SWISS CHARD—Alias Spinach Beet, Asparagus Beet, "Chicken's Delight." Leaves may be cooked for "greens" like spinach. The stalks may be cut lengthwise and crosswise, the quartered pieces then boiled and served in butter or milk dressing like asparagus. Grow plenty and feed surplus to the chickens. They like Swiss Chard and thrive on it. **Don't dig up the root or cut off all the top.** Pull off the outside stalks. Others will keep forming from heart of plant. Grows in hot weather when spinach lies down on the job. Stands a lot of freezing in fall and still keeps growing. Really a wonderful and useful vegetable. Large pkt. 5c; oz. 15c; $\frac{1}{4}$ lb. 35c; lb. \$1.00, prepaid.

Select Tomatoes for Home and Market, Prepaid

Culture: Sow the seed in boxes in the house or in hotbed 6 to 8 weeks before time to set out. **Tomato seed must be kept warm to start it.** (Same with pepper seed.) If come up thick, thin at once. When plants have 5 leaves transplant to shallow boxes or cold frames. Set plants 3 to 4 inches apart. Gradually harden them off by exposing to outdoor air to get stalky, sturdy plants. Set plants deep in garden or field, about 3 feet apart.



The New "Penn State" Tomato—Early, Immense Yields

The New "Penn State" Originated by Dr. Myers at the Pennsylvania State College and Experiment Station.

Very compact growth, due to self-pruning habit, which makes close planting possible. **Its fruit is formed in clusters**, and is evenly colored a rich scarlet, free from blemishes. Foliage covers fruit well.

The shape is almost spherical, the "meat" dark red, with very little core. Few seeds. Very early. Yield heavy. (Pkt. 10c) (½ oz. 30c) (oz. 50c) (2 oz. 90c) (¼ lb. \$1.60).

Earliana Is somewhat small, but earliest of all. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. 90c; lb. \$3.50.

Earliana (Special strain.) Seed saved from finest globe-shaped tomatoes of earliest maturity. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

Bonny Best Bright scarlet. Few days later than Earliana, but larger and smoother. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

Chalk's Early Jewel Deeper red than Earliana, larger and very good. Pkt. 5c; ½ oz. 25c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

Livingston's Beauty Medium early, smooth, prolific, purplish red. Standard main crop variety. Pkt. 10c; ½ oz. 25c; oz. 40c; ¼ lb. \$1.20; lb. \$3.90.

Ponderosa Largest of all tomatoes, sometimes rough. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

John Baer Extra early scarlet. Big yielder. Highly recommended by our Agricultural College. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

Marglobe Large, smooth, solid, bright red tomato especially resistant to rust and wilt. Developed by Prof. Pritchard of U. S. Dept. of Agriculture. Pkt. 10c; ½ oz. 25c; oz. 40c; ¼ lb. \$1.20.

Early Red Head A "Red that is Red," real early tomato of medium size, almost round, solid and smooth and of good flavor. Sets heavy, and keeps right on bearing during the season. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40.

John Baer (Special strain.) Result of years' selecting to obtain earliest and best fruits of this variety. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

Yellow Pear Small pear-shaped tomato for preserving. Pkt. 5c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.20.

Ground Cherry (Husk Tomato.) Each fruit in husk. Sweet and fine for preserving or pies. Yellow fruits. Pkt. 10c; ½ oz. 25c; oz. 45c.

Seldom anything gained, often time lost, by setting tomato and pepper plants out before ground and weather warm.

LONG'S Turnips, Prepaid

Culture: Turnips do best in rich, loose soil, but thrive under less favorable conditions. May be sown from early spring until August. For main crop for winter use, sow in July.

EARLY SNOWBALL. Small, pure white, round, extra early; very tender and sweet. Ideal early table turnip.

EXTRA EARLY PURPLE TOP MILAN. The earliest of all turnips. Medium size. Somewhat flat.

EXTRA EARLY WHITE MILAN. Similar to Purple Top Milan, but pure white.

All Turnip Seed: LARGE PKT. 5c; Oz. 10c

WHITE EGG. Quick growing, egg-shaped, pure white variety, for spring or summer growing. Good size.

PURPLE TOP GLOBE. Similar to White Egg in shape but with purple top.

AMBER GLOBE. Same shape as White Egg but color nearly yellow.

For Larger Lots See Page 44

LONG'S Larger Lots at Lower Prices

This page for Market Gardeners and others who buy in larger lots than priced in preceding pages.

NOTE CAREFULLY: All seeds offered on this page are priced prepaid, **EXCEPT** Beans, Corn and Peas.

The easiest way to take care of the sending cost on Beans, Corn and Peas is to have these shipped by express, you pay express on arrival. If quantity less than 10 lbs., it may be cheaper by parcel post.

If sent by parcel post, we will send C. O. D. for the postage on Beans, Peas and Corn. So do not send money for express or postage on seeds priced not prepaid. Pay carrying charges at your end of the line.

Seeds take a special **SECOND CLASS RATE BY EXPRESS**, so that for long distances, and packages weighing around 10 lbs. or more, express is often cheaper than parcel post. (Less than 100 lbs. seldom economical shipment by freight.)

Beans—Not Prepaid

	5 lbs.	10 lbs.	25 lbs.
BRITTLE WAX	\$1.40	\$ 2.60	\$ 6.00
B. STR. GREEN POD....	1.00	1.80	3.50
GOLDEN WAX.....	1.00	1.80	3.50
HENDERSON LIMA.....	1.10	2.00	4.25
KENTUCKY WONDER..	1.20	2.00	4.00

Sweet Corn—Not Prepaid

	5 lbs.	10 lbs.	25 lbs.
ALL VARIETIES.....	\$1.00	\$ 1.80	\$ 4.00

Peas—Not Prepaid

	5 lbs.	10 lbs.	25 lbs.
ALASKA	\$0.90	\$ 1.70	\$ 3.80
ALDERMAN	1.20	2.10	4.40
AMEER	1.00	1.80	4.00
DWARF TELEPHONE...	1.10	2.00	4.00
EVERBEARING	1.10	2.00	4.00
LAXTONIAN	1.10	2.00	4.00
LITTLE MARVEL.....	1.20	2.10	4.40
STRIDAH	1.20	2.10	4.40

Beets—Prepaid

	¼ lb.	1 lb.	5 lbs.
CROSBY'S EGYPTIAN...	\$0.25	\$ 0.75	\$ 3.00
DETROIT DARK RED...	.25	.80	3.50
EARLY ECLIPSE.....	.25	.75	3.50
EARLY WONDER.....	.30	.80	3.50

Cabbage—Prepaid

	¼ lb.	1 lb.	5 lbs.
BABY HEAD.....	\$0.80	\$ 2.50
COPENHAGEN MARKET	.60	1.80	\$ 8.00
DANISH ROUND HEAD..	.50	1.60	7.00
GOLDEN ACRE.....	.80	2.40	10.00
OTHER VARIETIES50	1.60	7.00

Sealed Bags Cabbage Seed

Seed from our Denmark growers and put up in sealed bags for us by them.

Copenhagen Market Denmark high grade.
PRICES: ½ lb. \$1.25; 1 lb. \$2.40; 2 lbs. \$4.60; 3 lbs. \$6.60; 4 lbs. \$8.60; 5 lbs. \$10.50, prepaid.

Danish Round Head Short stemmed.
PRICES: ½ lb. \$1.00; 1 lb. \$1.90; 2 lbs. \$3.60; 3 lbs. \$5.00; 5 lbs. \$8.00, prepaid.

Golden Acre Exceedingly early round head type. Seed from originator of **GOLDEN ACRE**.
PRICES: ½ lb. \$1.70; 1 lb. \$3.20; 2 lbs. \$6.00; 3 lbs. \$8.70; 5 lbs. \$14.00, prepaid.

Carrots—Prepaid

	¼ lb.	1 lb.	5 lbs.
CHANTENAY	\$0.25	\$ 0.70	\$ 3.00
CHANTENAY (Red Cored).....	.30	.80	3.60
DANVERS25	.70	3.00
MORSE'S BUNCHING...	.30	.80	3.60
NANTES35	1.00	4.00
OXHEART25	.70	3.00

Cucumbers—Prepaid

	¼ lb.	1 lb.	5 lbs.
IMP. LONG GREEN.....	\$0.30	\$ 0.90	\$ 4.00
LONG'S "5L".....	.60	1.80
OTHER VARIETIES.....	.25	.70	3.00

Lettuce—Prepaid

	¼ lb.	1 lb.	5 lbs.
MIGNONETTE	\$0.35	\$ 1.00
NEW YORK.....	.40	1.20	\$ 5.00
OTHER VARIETIES30	.90	4.00

Muskmelon—Prepaid

	¼ lb.	1 lb.	5 lbs.
GREELEY WONDER	\$0.25	\$ 0.80	\$ 3.30
HALE'S BEST.....	.25	.80	3.30
HALE'S JUMBO.....	.25	.80	3.30
MILWAUKEE MARKET..	.25	.80	3.30
OTHER VARIETIES.....	.25	.70	3.00

Water Melon—Prepaid

	¼ lb.	1 lb.	5 lbs.
KLONDIKE	\$0.35	\$ 1.00	\$ 4.50
STONE MOUNTAIN.....	.30	.80	3.50
OTHER VARIETIES.....	.25	.75	3.00

Onion—Prepaid

	¼ lb.	1 lb.	5 lbs.
EARLY BARLETTA.....	\$0.60	\$ 1.80	\$ 7.50
MT. DANVERS, IMP....	.50	1.40	5.75
SO. RED GLOBE45	1.40	6.00
SO. YELLOW GLOBE....	.45	1.50	6.50
SWEET SPANISH.....	.50	1.40	6.00
WHITE GLOBE50	1.60	7.00
WHITE SILVERSKIN...	.50	1.60	7.00
WHITE SPANISH70	2.20	10.00
YEL. GLOBE DANVERS..	.50	1.50	6.50

Pumpkin—Prepaid

	¼ lb.	1 lb.	5 lbs.
FIELD	\$0.25	\$ 0.50	\$ 2.40
KING OF MAMMOTH...	.30	.90	4.00
SUGAR25	.60	2.50

Radishes—Prepaid

	¼ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$0.25	\$ 0.60	\$ 2.75

Spinach—Prepaid

	¼ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$0.15	\$ 0.35	\$ 1.50

Squash—Prepaid

	¼ lb.	1 lb.	5 lbs.
GIANT CROOKNECKED..	\$0.25	\$ 0.80	\$ 3.50
WHITE BUSH SCALLOPED25	.80	3.50
OTHER VARIETIES.....	.25	.75	3.30

Turnip—Prepaid

	¼ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$0.25	\$ 0.60	\$ 2.50



New Giant Deep Red Glad—"REWI FALLU"

Largest and most amazing red Glad I know of. (From E. J. Fallu in Australia.)

Imagine a tall straight strong spike with 6 or more massive rich deep red blooms open at once, and plenty buds showing color! "Ain't dat sumpin'?"

Rewi Fallu is a healthy, husky grower. Makes fine clean bulbs. Bulblets germinate easily and grow like weeds. Even small bulbs make good spikes, Medium bulbs still better. Bulblets often bloom. 100 bulblets for \$12.00.

Prices	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets
Each	\$ 4.00	\$ 3.00	\$ 2.50	\$ 2.00	\$ 1.50	\$1.00	1.. .25
Ten	30.00	24.00	20.00	16.00	12.00	8.00	5.. \$1.00

Another Giant Novelty Glad—"TAIAROA"

It's from New Zealand. Many very large blooms open at once, well spaced and facing one way.

The color is salmon-pink, flaked slate, with purple blotch. A spike of this with 8 or 9 open blooms attracts attention, and a half dozen or more spikes in a vase is a knock-out.

Prices now greatly reduced: (Large, 12c; 10—\$1.00; 100—\$8.00) (Medium, 2—12c; 10—50c; 100—\$4.80) (Small, 3—10c; 10—30c; 100—\$2.40). Prepaid.

Gladiolus Bulbs FOR WINTER AND SPRING DELIVERY

✂ Kinds, Sizes and Prices in This Catalogue Cancel All Former Listings or Offers ✂

Three Size Glad Bulbs

The **LARGE BULBS** measure (in diameter) from $1\frac{1}{4}$ inches up, mixed sizes. (Part No. 1 and part No. 2 sizes.) This size is designated by the letter "**L**".

MEDIUM BULBS measure $\frac{3}{4}$ inch to an inch or larger, mixed sizes. (Part No. 3 and part No. 4 sizes.) These Medium Bulbs bloom splendidly, though the large bulbs make still larger spikes and more of them. **Medium bulbs are designated by the letter "M"**.

NOTE: If sold out No. 1 size, we may send all No. 2 for Large, but more of them. If out No. 3, will send all No. 4 but more of them. Usually have enough so can send as noted above, however.

SMALL BULBS are designated by the letter "**S**". They will average nearly half-inch in diameter. **Not sold as blooming sizes, yet many will bloom.**

NOTE: It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters **L, M** or **S**.

What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three. A **Medium** bulb will produce a splendid spike, maybe two. A **Small** bulb is not certain to bloom, but some will bloom, producing smaller spikes.

Medium and **Small** bulbs are especially valuable for producing new, vigorous bulbs and many bulblets. **Large** and **Medium** bulbs best for blooms.

Prices, Terms, Delivery

I prepay all Glad orders. (Except at wholesale as noted.)

Each item on your Glad order must amount to not less than 10c.

TERMS: Cash with order, or $\frac{1}{4}$ cash with order, balance C. O. D. Or send $\frac{1}{4}$ with order, and balance any time before we are ready to ship.

DELIVERY: (Except wholesale lots.) I pay all postage or express charges, and guarantee safe delivery. (**My choice, whether parcel post or express.**)

If your express office is different from your mail address, please be **SURE** to give express office address also when ordering.

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c.)

All Glad prices are prepaid to you **EXCEPT** lists plainly marked **F. O. B. Boulder**. You pay transportation if ordered at **F. O. B. rates**.

Second Choice, Please Sooner or later some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send another size. Or if you wish, say we may send something good, our selection, from kinds we have yet in good supply.

How to Send Money

Boulder banks now charge us collection fee on checks. But checks look good to me, and I'll pay the fee. For small amounts, stamps, coin or currency usually safe if sent in our strong return envelopes. Money Orders best for us. But send any way that is best for **YOU**.

If You Pay Transportation

As noted elsewhere in the following pages, I prepay all but wholesale lots.

BUT, many customers have been much pleased with my special proposition in the past.

If the customer pays express on Glads priced prepaid, I will send extra Glads to more than offset the express charges. I'll send extra bulbs of kinds on your order, or some good kinds, my selection, or maybe both.

If order part from wholesale list and part from prepaid lists, you will find it much to your advantage to do as many others have done. Just say, "Send all at my expense and add more Glads to **COVER SENDING COSTS ON PREPAID ITEMS.**"

On good size orders express usually cheaper, as bulbs take a special second class rate by express.

But if you specify parcel post shipment and you pay carrying charges, then we ship C. O. D. for postage. Please do not send any money in such cases for postage or try to estimate it. Nor say you will remit postage later.

We keep no postage accounts. Either express, you pay express on arrival, or parcel post, the postage C. O. D.

Any Glads priced prepaid may be ordered f. o. b. Boulder, at the prepaid prices, but I then send you more than enough extra stock to offset the carrying charges. (Order should be \$3.00 or more to take advantage of this offer.)

Send list for price on the lot, if you care to, but only for good sized lots, not a list amounting to only a few dollars. I'll make you price f. o. b. Boulder on the list. Please state definitely the kinds, sizes and quantities or each wanted.

We ship bulbs all winter. Prefer to ship soon as order is received, because have so many other shipments in spring. But, of course, will hold until spring if you say so. Safe delivery guaranteed. You take no risk, no matter when we ship.

"Glad Gossip," 10 Cents

"Glad Gossip" is a 24-page booklet I wrote to help both amateurs and professional growers get the most pleasure and profit from their Glads. Doesn't tell all there is to know about Glads, but tips you off about many points of vital interest.

Among other things, about eight pages are given to **thrips**. Many who followed my suggestions last season solved their thrips problems, and have renewed their enthusiasm for growing Glads as a hobby or for market.

The price is 10 cents. If not worth 10 cents then it isn't worth sending for. It's been worth dollars to many Glad growers. You'll be surprised.

Free with Glad orders amounting to \$1.00 or over, if asked for when order is sent. Otherwise, 10c please.

LONG'S Long Count

Your GLAD orders will be filled liberally. I could promise you more for your money but I like to surprise you by doing better than I offer. The larger the order, the more liberal the overcount.

Choice Named ^{VARIETIES} OF ^{OF} Gladiolus

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate; but must amount to not less than 10c.)

These Prices Prepaid
Bulbs Plainly Labeled

Acadia (Palmer.) Geranium-pink. Large. Lovely. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

Adirondack (Christ.) Large, very dark rose. Has one fault. Florets very loosely attached. (L. 15c; 10—\$1.20) (M. 2—15c; 10—60c) (S. 10—30c).

Aflame (H.) Giant begonia-rose. (L. 2—12c; 10—50c).

Aida (Pf.) Rich, deep violet-blue. Large, tall, straight, early, strong grower. (L. 2—12c; 10—50c) (M. 10—25c).

Alayne (Kinyon.) Beautiful new shade of light rose. Never flecks. Straight stems. Blooms somewhat ruffled and all face one way. Splendid keeper when cut, opening up perfectly to the last tip. (L. 75c) (M. 50c) (S. 25c).

Albatross (Pf.) Large pure white. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

Amador (Kingsley.) New glowing red Glad that glistens in the sun and sparkles under electric light. Good size, good spike. (L. 2—14c; 10—60c) (M. 2—10c; 10—40c).

Apricot Glow (Palmer.) As named. (L. 2—12c; 10—50c).

Arabella (Pf.) Glossy, dark purple, almost black. Large florets; heavy texture. Tall exhibition variety. (L. Each, 50c) (M. 30c).

Ave Maria (Pf.) Large near-blue. Tall straight spike. Many large blooms open, facing one way, well placed. Early. (L. 2—12c; 10—50c); (M. 10—25c).

Bagdad (Palmer.) Smoky old rose. Large. Tall straight spike. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Beacon (Palmer.) Red salmon with large cream blotches. (L. Each, 65c) (M. 40c) (S. 25c).

Beautiful Ohio (Hul.) New tall lavender-rose. (L. Ea. \$1.60) (M. Ea. \$1.00) (S. Ea. 60c).

Berty Snow (Mair.) Large lavender. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Betty Brown Eyes (Briggs.) Orange, maroon blotches on two lower petals. (L. 10c; 10—80c) (M. 2—15c; 10—60c). (Small supply.)

Betty Co-Ed (Briggs.) Soft creamy pink, "that schoolgirl complexion." (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Betty Lou (Miller-Evans.) New. See page 60.

Betty Nuthall (Salbach.) Coral with orange throat. Wonderful. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

Bill Sowden (Fallu.) Very large deep red. Favorite Australian Glad. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

Blue Admiral (Christ.) Deep violet-blue. Clear color. Tall, strong straight spike. Large blooms, well faced, plenty open. Added to these good qualities is its healthy growth in field and good keeper in storage. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 2—15c; 10—60c).

Blue Danube (Pf.) Amethyst-blue with darker throat. Straight spike carrying large well spaced blooms. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

Blaue Schonheit (Pf.) New. Light blue with edges of petals overlaid violet-blue. Wide opened florets. (L. Each, \$1.00) (M. 60c) (S. 40c).

Blue Triumphator (Pf.) Largest of the near blues. (L. 2—14c; 10—60c) (No. 4 10—30c).

Bob White (Zimmer.) Immense white with two rose lines on lower petals. (L. 10c; 10—70c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).

Canzonetta (Christ.) Large salmon-scarlet; self, no blotches. Many open. Stock scarce. (L. Each, \$4.00) (M. Each, \$3.00) (S. Each, \$2.50).

Champlain (Palmer.) A healthy, vigorous blue, or near-blue. Soft violet with slightly darker throat. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 3—10c; 10—25c).

Charles Dickens (Pf.) Radiant purple. Very tall, good spike. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

Christabel (Mitsch.) Shrimp pink with cream throat. (L. 10c; 10—80c) (M. 2—12c; 10—50c).

Commander Koehl (Pf.) Immense dark scarlet of glowing brilliancy. A sensation in gardens and show rooms. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).

Coronation (Palmer.) Light salmon, shading to cream. Exhibition type. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—20c).

Coryphee (Pf.) Soft pink with white throat. Large blooms. (L. 2—15c; 10—60c).

D. A. Hay (New Zealand.) Large pink with cream throat. Many open. Exhibition type, prize winner in N. Z. (L. 25c; 10—\$2.00).

Debonair (Palmer.) LaFrance pink. Throat shrimp pink and cream. Very good. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

Do-X (Pf.) Amber yellow. Good form, good size. Long spikes. (L. 30c) (M. 20c).

Dr. F. E. Bennett (D.) Bright red. (L. 2—12c; 10—50c) (M. 10—30c).

Dr. Durr (Pf.) New white with cream throat. Very early. Stiffer stems and better substance than Polar Ice. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

Dr. Moody (Kinyon.) Large lavender. Early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Dr. Nelson Shook (K.) Tyrian-rose. Ruffled. (L. 2—12c; 10—50c) (M. 10—25c).

Duna (Palmer.) Soft light pinky buff. A beautiful clear distinct new shade. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Early Dawn (Briggs.) New, tall, large, very early rich geranium pink. Color slightly deeper on lower petals. Small red lines in throat. Important because so few large, good, early pinks to be had. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Early Sunrise (Vel.) Large, tall, deep salmon. Early. (Color varies. (L. 2—14c; 10—60c) (No. 4 10—30c; 100—\$2.00).

Edith Robson (Australia.) Light salmon-rose with reddish blotch. Very tall, strong growing plant with immense spike of bloom. A winner as an exhibition and cut flower variety. 10 to 12 well placed blooms open. (L. 2—14c; 10—60c) (M. 3—12c; 10—40c).

Ellen Marie (Pruitt.) See page 60.

Eloise (Dorrett.) Clear, dark lavender or orchid. Unusual shade. (L. Each, 60c).

Emile Aubrun (Lemoine.) Huge spike. Flower of smoky bronze, with cherry blotch. (L. 2—14c; 10—60c).

Fata Morgana (Pf.) Peach blossom. Amber throat. Good spikes. Large, pleasing and early. (L. 2—12c; 10—50c) (M. 10—25c).

Flaming Meteor (Mitsch.) Extra large, red blooms, five or six open at a time. One of the tallest, most spectacular Glads grown. A real novelty. (L. 10c; 10—80c) (M. 2—10c; 10—40c).

Frost Pink Ornatus (Evans.) Lovely ruffled silvery pink. (L. Each, \$3.00) (M. Each, \$2.00) (S. Each, \$1.00).

Gate of Heaven (Pf.) Medium spike, strong growing pure, rich, deep yellow. Florets large, ruffled, well placed and of good substance. (L. 2—14c; 10—60c) (M. 2—10c; 10—40c) (S. 10—20c).

Giant Nymph (Coleman.) Pink with creamy throat. Tall. (L. 2—12c; 10—50c).

Gladdie Boy (Bill.) Extra early decorative pink with deep yellow throat. Ruffled, and very lovely. Good for cutting and valuable because so early. (L. 2—12c; 10—50c) (M. 10—25c).

Golden Cup (Palmer.) Yellow. Deeper than Golden Dream. Large. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

Golden Dream (Groff.) Tall deep yellow. (L. 2—12c; 10—50c).

Golden Goddess (Salbach.) Very large exhibition yellow. (Large Bulbs, Each 35c; 3 for \$1.00; 10—\$3.00; 25—\$6.50).

Gold Mine (Briggs.) Large, yellow, similar to Golden Measure, but better. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).

Graf Zeppelin (Pf.) Brilliant red. (L. 2—12c; 10—50c).

Helen Wills (Salbach.) Clear large white, shading to cream. (L. 2—12c; 10—50c) (No. 4 10—20c; 100—\$1.60).

Hercules (Crow.) New shade of clear buff. Tall massive spike. Blooms large and of heavy texture. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60).

Heritage (Ristow.) Very large warm pink, throat lighter, with white midribs on lower petals. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10—80c).

Honor (Mrs. Kinyon.) New clear lavender. Opens six large, well placed blooms. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.20).

Iosco (Kinyon.) New. See page 60.

Irak (Mitsch.) New. See page 60.

Isola Bella (Pf.) New. Cattleya pink with a soft lilac hue. The wide open florets are slightly ruffled. (L. Each, \$1.25) (M. 75c) (S. 50c).

Janet (Crow.) Smoky gray shaded peach pink. Unique. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

Jersey Cream (Evans.) A new good commercial. Strong grower. Good habits. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c) (Blts. 8—25c).

Johann Strauss (Pf.) Large salmon pink to peach-red, with yellow throat. (L. 25c; 10—\$2.00)

Jonkheer Van Tets (Pf.) Grand immense white. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—20c).

Jonquil (Palmer.) Clear deep yellow. No markings. (L. 30c) (M. 20c).

J. S. Bach (Pf.) Immense salmon-orange. (L. 20c; 10—\$1.60).

King Arthur (Arenius.) Grand deep rose-lavender. Florets very large, of distinct shape, edges fluted, of heavy substance, and well arranged. Visitors spot this as one of the most outstanding and interesting among newer Glads. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

Lady Eaton (Palmer.) Venetian pink. (L. Each, 25c).

La Paloma (Dusinberre.) Vivid orange. One of the earliest. (L. 2—12c; 10—50c) (M. 10—30c).

Leona (Pruitt.) New. See page 60.

Libelle (Pf.) Heliotrope-blue, violet feather in throat. Flowers large and of a very pleasing color. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—20c).

Linaloe (D.) Large rich pink, apparently a Phipps seedling. Taller and deeper pink than Phipps. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).

Londonderry (Christ.) Giant rich orange with faint smoky cast over all. Touch of carmine in the throat. A giant in both plant and flowers. (L. Each, 30c) (M. 20c) (S. 10c).

Louis d'Or (Pf.) New bright orange-yellow early blooming Prim. (L. Each, 30c) (M. Each, 20c).

Ludwig Beethoven (Pf.) Smoky mauve. (L. 10c; 10—80c).

Makenu (New Zealand.) Large wide open ruffled florets of orange shade, with scarlet blotch. Similar to Pfitzer's Triumph in color. Does not burn in sun. (L. each, 50c; (M. 30c) (S. 20c).

Maid of Orleans (Pf.) Large lovely milky white with cream throat. Tall, straight spike. Flowers usually perfectly placed. A glorious and satisfactory white. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

Mammoth White (U. B.) Immense white. Several spikes make a mass of blooms. A dozen are "stupendous, colossal"! (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

Marjorie Morrill (Jacobs.) Creamy pink. (L. 10c; 10—80c) (M. 2—12c; 10—50c).

Marmora (Errey.) Immense smoky lavender from Australia. Many blooms open, on good, tall, straight spike. Great exhibition variety. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Margaret Fulton Superb early salmon decorative. A distinct shade, different from the color of any other variety. Great favorite with florists on account of its rich color. Fine habits. Has been high priced but increases fast, hence these low prices. (L. 2—12c; 10—50c) (M. 10—25c).

Maunga (New Zealand.) Gigantic pure white. Prize winner at many New Zealand shows. (L. Each, 40c) (M. 30c) (S. 20c).

Max Reger (Pf.) New commercial light lavender-blue. (L. 25c) (M. 15c) (S. 10c).

Mildred Louise (Wentworth.) Marvelous strawberry pink. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

Milford (New Zealand.) One of the top-notch originations to date. Clear azure-blue, slightly darker at edges of petals. But practically free from stripes, streaks, spots and blotches. Unusually clear even tone of lovely light blue. Some florets show a little deeper color in throat. Flowers very large, 9 open. Spike and placement good. A sturdy, healthy, beautiful giant Glad. "Its a winner." (L. Each, 30c) (M. 20c) (S. 2—25c).

Millie Parks (New Zealand.) Shrimp pink, flaked rose dore, primrose throat. (L. Each, \$1.60) (M. Each, 80c) (S. Each, 40c) (Blts. Each, 25c; 5 for \$1.00).

Minuet (J. C.) Large lavender. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

Miss Alameda (Salbach.) Large deep salmon-pink, with carmine blotch. Tall straight spike. Florets large and of heavy substance. (L. 10c; 10—70c) (M. 3—15c; 10—40c) (S. 10—25c).

Miss Greeley (Briggs.) So similar to Mr. W. H. Phipps that causes many arguments. Not quite so massive and spectacular as Phipps, but better in some points. The amazing and exceedingly valuable difference is that Miss Greeley is about three weeks earlier than Phipps. Just imagine what this means to florists and commercial growers. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

Miss Marion (Zimmer.) A very distinctive shade of mauve lavender not seen in any other glad. A soft cream throat further enhances its beauty. (L. Ea., \$1.25) (M. Ea., 75c) (S. Ea., 50c).

Miss New Zealand (New Zealand.) The sensational gigantic introduction that all Glad fans are talking about. Color, salmon-apricot, suffused rose with blotch of ripe peach. The Glad that put New Zealand on the Glad map. Gigantic in every way. Good propagator and therefore now much cheaper than when introduced several years ago. (L. Each, 40c) (S. 20c) (Medium sold out).

Morocco (Pf.) Very dark maroon. Buds almost black. Large. An outstanding novelty. Catches eye of every visitor to gardens. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

Mother Machree (Stevens.) Soft smoky lavender, combined with orange and gray. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Mr. W. H. Phipps (D.) "The Wonder Glad." La France pink. Has been grown with 20 open blooms. (L. 2—12c; 10—50c) (M. 10—25c).

Mrs. E. A. Rides (New Zealand.) Large blue lavender with reddish center. Eight large florets open. (L. each, 40c) (M. 30c) (S. 20c).

Mrs. E. J. Heaton (Heaton.) Glowing salmon with clear cream throat. Has as many as eight large flowers open on tall, strong, straight spikes. Something like Mildred Louise in general appearance. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—25c).

Mrs. G. Wade (Whiteley, New Zealand.) Medium yellow. Early, 8 to 10 open. (L. 25c) (M. 20c) (S. 15c) (Blts. 25—25c).

New Era (Ellis-Majeski.) Eosine pink blended with La France pink. A pink that is PINK. Soft cream throat, white midribs. Extremely ruffled (very frilled). 10 open florets, 18 florets and buds. Good placement and always straight. Heavy texture. Under subdued light it has no equal. (L. Each, \$3.50) (M. Each, \$2.50) (S. Each, \$1.50).

Ninth Symphony (Pf.) New. A first class exhibition variety. Color vivid salmon red with silky sheen without any markings. The florets are very large, wide opened, of good lasting substance and excellently placed. (L. each, 40c) (M. 30c) (S. 20c).

Our Selection (Australia.) Salmon-red, flecked with deeper shade, often marked with slate flakings. Lower petals carrying a blotch of cerise bordered with cream. Considerable variation in color and markings. Strong spikes carry large blooms, many open. Placement splendid. (L. 2—12c; 10—50c) (M. 10—25c).

Paradise (Pruitt.) Apricot-buff, shading to yellow in throat. Tall spike with 6 or more large florets open at once, and well placed. The color is similar to Wasaga. Vigorous grower. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 2—10c; 10—40c).

Peggy Lou (Miller-Evans.) New. See page 60.

Pelegrina (Pf.) Near blue. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

Pensacola (Christ.) Pure scarlet red. No markings. Very attractive. Some say the best in its color class. (L. each, 35c) (M. 25c) (S. 15c).

Pfitzer's Triumph (Pf.) Immense blooms of salmon-orange. Usually classed with reds. (L. 2—12c; 10—50c).

Picardy (Palmer.) Soft shrimp pink. Many say this is the most outstanding introduction in recent years. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Pirate (Palmer.) Shades of carmine and pomegranate-purple. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

Pititi (New Zealand.) Salmon-apricot flaked darker. Throat powdered henna. Plant, spike, florets very large, 10 to 12 open. Champion bloom at Papanui, New Zealand show 1934. (L. each, 25c) (M. 15c) (S. 10c).

Polar Ice (Pf.) Early white. Blooms not very firm. I prefer Dr. Durr. (L. 2—14c; 10—60c).

Prairie Gold (Corrington.) Rich deep yellow. Carmine on tips and reverse side of petals. The color is very unusual. (L. 65c) (M. 40c) (S. 25c).

Premier Henry (Palmer.) Geranium pink, shading to La France pink deep in throat. Very large. (L. each, 30c).

Prof. Slogteran (Holland.) Pure flesh pink; carmine feather. (L. 2—14c; 10—60c) (M. 10—30c).

Rameses (Stevens.) Red-purple with deep crimson blotch. Spike very tall. Florets large. Ruffled. Not a commercial sort, but a novelty. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

Rapture (Palmer.) Medium light salmon with diffused creamy blotch. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

Red Phipps (Briggs.) Florets not so large as Phipps and not so many open, but earlier than Phipps. Color a glowing red. Splendid spike, good placement. Buds and blossoms attached to spike just right for packing and long distance shipping. Sure to become valuable commercially and also be highly prized by fans. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

Redwood Beauty (Majeski.) Something like the popular "Our Selection," but larger, brighter, and more dazzling and spectacular. Bulbets very hard to germinate. Better buy bulbs of this. (L. Each, 80c) (M. Each, 50c) (S. Each, 35c).

Richard Wagner (Christ.) Good cream, nearly white. Glad of good size and satisfactory habits. (L. Each, 20c) (M. Each, 15c) (S. Each, 10c).

Rideau (Palmer.) Smoky salmon shade. Large. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

Rima (Mitsch.) New. See page 60.

Robert Burns (Christ.) Similar to Blue Admiral, but a later and better introduction. (L. Each, \$3.00) (M. Each, \$2.50) (S. Each, \$2.00).

Salbach's Orchid (Salbach.) Similar to Minuet but pink—the shade of a Cattleya orchid. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

Sahara (Palmer.) Light brown to tan. Unusual color, well named. (L. Each, \$1.50) (M. Each, \$1.00) (S. Each, 60c).

Salbach's Pink (Salbach.) Large geranium-pink. (L. 2—12c; 10—50c).

Schwaben Girl (Pf.) Pure pink without markings—strong straight spikes. Large florets with round petals, 8 to 10 open. Surprisingly early for such a large, fine Glad. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—20c).

Smiling Maestro (Christ.) Deep salmon-rose, flaked brown. Large exhibition type. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00).

Solveig (Prestgard.) Large ruffled white. (L. each, 40c) (M. 25c).

Sonatine (Pf.) Atlas-rose with small cherry-red blotches. Florets very large with broad petals, and strongly attached to spike. Tall, strong, straight spikes. Considered one of Pfützer's best. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).

Southern Cross (New Zealand.) Large deep red, about the color of Commander Koehl, but different. Good in every way. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

Spirit of St. Louis (D.) Fine early orange saffron. Large spike with many open. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

Spray of Gold (Palmer.) Deep clear yellow. Waved petals. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

St. Lawrence (Christ.) Bright scarlet, cardinal throat. (L. Each, 50c) (M. Each, 35c) (S. Each, 25c).

Star of Bethlehem (Pf.) New pure white similar to Maid of Orleans, but larger. (L. 20c; 10—\$1.60) (M. sold out) (S. 2—10c; 10—40c).

Sultan (Crow.) Large, velvety, rosy-red, ruffled. Many open. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

Sweetheart (Prestgard.) Lovely decorative white with pink edges. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

Taiaroa (New Zealand.) Salmon-pink, flaked slate with purple blotch. 9 large well placed florets open at once. (L. 12c; 10—\$1.00) (M. 2—12c; 10—50c) (S. 10—30c).

Takina (New Zealand.) Another giant as large as Miss New Zealand, but entirely different in color. The plant, spike and flowers are massive. Color, roseline purple lightly flaked darker. (L. each, 50c) (M. 40c) (S. 30c) (Bits. 6—25c).

Tawhaki (New Zealand.) Terra-cotta, blooms with chocolate blotch. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

Toa (New Zealand.) Another large husky Glad from New Zealand. Tall, straight spike. Florets large, well placed and plenty open. Color, rosy salmon, with darker blotch. Very robust, strong, healthy grower. (L. 25c; 10—\$2.00).

Vagabond Prince (Palmer.) Bronze red with rich orange throat. (L. Each, 50c) (M. Each, 30c) (S. Each, 20c).

Valeria (Pruitt.) New. See page 60.

Virginia Skelly (Kunderd - Skelly) Dainty, graceful, ruffled pink and cream. (L. 10c; 10—80c; (M. 2—10c; 10—40c) (S. 10—25c).

Wasaga (Palmer.) A beautiful clear glowing buff with wide open ruffled blooms. Absolutely no markings or flecking of any kind. One of the most beautiful varieties in existence. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Whero (New Zealand.) Immense scarlet-red with darker flecks at outer edges. (L. each, 35c) (M. 25c) (S. 15c).

White Spire (Kinyon.) New. See page 60.

Wurtembergia (Pf.) Very large red with white throat. One of Pfützer's best. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

Zuni (Mitsch.) New. See page 60.

Early Bird Mixed Mixed from good named varieties, early blooming kinds. Miss Greeley and other good earlies included. My selection. None labeled. (L. 10—60c; 50—\$2.20; 100—\$4.00) (M. 10—40c; 50—\$1.50; 100—\$2.80). Prepaid.

Exhibition Mixed Each order mixed from fine named varieties, my selection, none labeled. (L. 10—55c; 50—\$2.00; 100—\$3.60) (M. 10—30c; 50—\$1.20; 100—\$2.00). Prepaid.

Gladiolus Collections

\$3.30 Labeled Collection "A"

All Large Bulbs, Prepaid

- | | |
|-----------------|---------------------|
| 4 Acadia | 5 King Arthur |
| 3 Amador | 3 Mammoth White |
| 5 Bagdad | 6 Margaret Fulton |
| 4 Berty Snow | 5 Mother Machree |
| 4 Betty Co-Ed | 6 Mr. W. H. Phipps |
| 5 Betty Nuthall | 5 Our Selection |
| 5 Dr. Moody | 6 Picardy |
| 5 Dr. Durr | 5 Red Phipps |
| 5 Duna | 4 Salsbach's Orchid |
| 6 Gladdle Boy | 5 Wasaga |

All the above, each labeled, \$3.30, prepaid.

\$2.20 Labeled Col. "AA"

Same kinds and same number of bulbs as in Collection "A," but bulbs **Medium**, \$2.20.

\$1.80 Labeled Col. "AAA"

Same kinds and same number of bulbs as in Collection "A," but bulbs **Small**, \$1.80.

\$5.00 Labeled Collection "B"

All Large Bulbs, Prepaid

- | | |
|-------------------|---------------------|
| 4 Blue Admiral | 4 J. Van Tets |
| 5 Champlain | 4 Libelle |
| 5 Charles Dickens | 6 Maid of Orleans |
| 4 Commander Koehl | 7 Mildred Louise |
| 6 Debonair | 6 Minuet |
| 7 Early Dawn | 6 Miss Greeley |
| 5 Edith Robson | 5 Mrs. E. J. Heaton |
| 3 Flaming Meteor | 4 Pelegrina |
| 5 Gate of Heaven | 5 Rapture |
| 7 Golden Cup | 5 Sonatine |
| 4 Gold Mine | 4 Wurtembergia |

All the above, each labeled, \$5.00, prepaid.

\$3.80 Labeled Col. "BB"

Same kinds and same number of bulbs as in Collection "B," but bulbs **Medium**, \$3.80.

\$2.90 Labeled Col. "BBB"

Same kinds and same number of bulbs as in Collection "B," but bulbs **Small**, \$2.90.

\$8.00 Labeled Collection "C"

All Large Bulbs, Prepaid

- | | |
|--------------------|---------------------|
| 4 Betty Brown Eyes | 7 Mildred Louise |
| 5 Bob White | 3 Milford |
| 4 Christabel | 2 Miss New Zealand |
| 6 Edith Robson | 3 Pensacola |
| 1 Hercules | 4 Pirate |
| 2 Heritage | 2 Pititi |
| 2 J. S. Strauss | 1 Redwood Beauty |
| 3 J. S. Bach | 5 Schwaben Girl |
| 4 Ludwig Beethoven | 7 Southern Cross |
| 4 Linalee | 5 Star of Bethlehem |
| 2 Londonderry | 5 Talaroa |
| 8 Maid of Orleans | 5 Wurtembergia |

All the above, each labeled, \$8.00, prepaid.

\$6.00 Labeled Col. "CC"

Same kinds and same number of bulbs as in Collection "C," but bulbs **Medium**, \$6.00.

\$4.00 Labeled Col. "CCC"

Same kinds and same number of bulbs as in Collection "C," but bulbs **Small**, \$4.00.

\$10.00 Labeled Col. "D"

All Large Bulbs, Prepaid

- | | |
|------------------|---------------------|
| 1 Alayne | 2 Miss New Zealand |
| 3 Blue Admiral | 4 Mrs. E. J. Heaton |
| 3 Champlain | 3 Pititi |
| 3 Christabel | 2 Redwood Beauty |
| 4 Flaming Meteor | 3 Smiling Maestro |
| 1 Hercules | 5 Sonatine |
| 3 Jersey Cream | 4 Star of Bethlehem |
| 8 King Arthur | 5 Talaroa |
| 3 L. Beethoven | 4 Toa |
| 1 Maunga | 2 Vagabond Prince |
| 3 Milford | 1 Whero |

All the above, each labeled, \$10.00, prepaid.

\$7.00 Labeled Col. "DD"

Same kinds and same number of bulbs as in Collection "D," but bulbs **Medium**, \$7.00.

\$4.80 Labeled Col. "DDD"

Same kinds and same number of bulbs as in Collection "D," but bulbs **Small**, \$4.80.

\$15 Labeled Collection "E"

All Large Bulbs, Prepaid

- | | |
|-----------------|------------------|
| Beacon | Miss New Zealand |
| Blaue Schonheit | Ninth Symphony |
| Heritage | Pensacola |
| Honor | Redwood Beauty |
| Isola Bella | Rewi Fallu |
| Londonderry | Robert Burns |
| Louis D'Or | Sahara |
| Maunga | Takina |
| Max Reger | Toa |
| Millie Parks | Vagabond Prince |
| Miss Alameda | Whero |

All the above, each labeled, \$15.00, prepaid.

\$9.90 Labeled Col. "EE"

Same kinds and same number of bulbs as in Collection "E," but bulbs **Medium**, \$9.90.

\$7.70 Labeled Col. "EEE"

Same kinds and same number of bulbs as in Collection "E," but bulbs **Small**, \$7.70.

\$6.60 Rare Bulblet Collection "EEEE"

Each Variety Labeled, Prepaid

- | | |
|-------------------|----------------------|
| 5 Alayne | 10 Miss New Zealand |
| 7 Beacon | 42 Mrs. E. J. Heaton |
| 9 Blaue Schonheit | 14 Ninth Symphony |
| 1 Canzonetta | 12 Pensacola |
| 28 Christabel | 22 Pititi |
| 34 Blue Admiral | 3 Prairie Gold |
| 26 Flaming Meteor | 4 Redwood Beauty |
| 13 Heritage | 2 Rewi Fallu |
| 33 Honor | 1 Robert Burns |
| 18 Jersey Cream | 35 Sonatine |
| 17 Londonderry | 37 Star of Bethlehem |
| 22 Louis D'Or | 24 Talaroa |
| 14 Maunga | 6 Takina |
| 31 Milford | 11 Vagabond Prince |
| 6 Millie Parks | 6 Whero |

NOTE: Chances are, certain kinds and sizes in COLLECTIONS will be sold out too soon. The Collections are offered with the understanding we may send another kind or size, if out of the listed, yet giving same value or more. Seldom need to make changes, but best to have it understood, to save time and correspondence.

Rare Gladiolus Bulbs and Bulblets Priced Prepaid

In selecting from the following list, you may figure 3 or more bulbs at the 10 rate. Figure 25 or more at the 100 rate. **ALL PLAINLY LABELED.**

If you wish to pay the express or parcel post, go ahead and make out your order at these prepaid prices, then I'll add extras of kinds ordered to more than cover carrying charges.

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets	
ALAYNE	Each	.75	.60	.50	.40	.30	10..	.30
	Ten	6.00	4.80	4.00	3.20	2.40
BLUE ADMIRAL	Each	.15	.12	.10	25..	.25
	Ten	1.20	1.00	.80	.60	.50	.40	100..	.75
	100	10.00	8.00	6.00	4.80	4.00	3.20	1000..	6.00
BLAUE SCHONHEIT	Each	1.25	1.00	.75	.60	.50	.40	4..	.25
CHRISTABEL.....	Each	.12	.10
	Ten	1.00	.80	.60	.40
HERITAGE	Each	.30	.25	.20	.15	.12	.10	100..	.60
HONOR	Each	.40	.30	.25	.20	.15	.10	10..	.25
	Ten	3.20	2.40	2.00	1.60	1.20	.80	100..	2.00
KING ARTHUR.....	Ten	.60	.5030	.20	.15	50..	.15
	100	5.00	4.00	2.40	1.80	1.20	100..	.25
LONDONDERY	Each	.40	.30	.25	.20	.15	.10	6..	.25
	Ten	3.00	2.40	2.00	1.60	1.20	1.00	100..	3.00
MILFORD	Each	.30	.25	.20	.15	.12	.10	18..	.25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100..	1.00
	100	20.00	16.00	12.00	10.00	8.00	6.40	1000..	8.00
MISS NEW ZEALAND.....	Each	.50	.4020	6..	.25
	Ten	4.00	3.20	1.60	100..	3.00
	100	30.00	26.00	12.00
MRS. E. A. HEATON.....	Ten	1.00	.80	.60	.50	.35	.25	100..	.75
	100	8.00	6.00	4.80	3.60	2.80	2.00	1000..	6.00
NINTH SYMPHONY	Each	.50	.40	.35	.30	.25	.20	5..	.25
	Ten	4.00	3.00	2.80	2.40	2.00	1.60	100..	4.00
PENSACOLA	Each	.40	.35	.30	.25	.20	.15	6..	.25
	Ten	3.20	2.80	2.40	2.00	1.60	1.20	100..	3.00
PITITI	Each	.30	.25	.20	.15	.12	.10	18..	.25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100..	1.20
REDWOOD BEAUTY.....	Each	1.00	.80	.60	.50	.40	.35	4..	.25
	Ten	8.00	6.40	4.80	4.00	3.20	2.80	100..	5.00
VAGABOND PRINCE	Each	.60	.50	.45	.30	.25	.20	10..	.40
	Ten	4.80	4.00	3.20	2.40	2.00	1.60	100..	3.20
WHERE	Each	.40	.35	.30	.25	.20	.15	5..	.25
	Ten	3.20	2.80	2.40	2.00	1.60	1.20	100..	4.00

"Lick the Thrips" with ROTOTOX—"Slays When Sprays"

Rototox is a combined contact and stomach poison. If thrips are out in the open, they are killed right now, when you spray.

Rototox is sold direct by the distributors, at the following prepaid prices: 1 ounce 35c; 8 ounces \$1.00; 1 pint \$1.75; 1 quart \$3.00; ½ gallon \$5.00; 1 gallon \$10.00; 5 gallons \$45.00. I'd say, order not less than 8 ounces.

Simply send your order with remittance di-

rect to the ROTOTOX Company, 81 West Yale Street, East Williston, New York, and your package of Rototox with instructions for its many uses will be sent parcel post prepaid.

LATER: I have arranged with the ROTOTOX people to keep a supply of this on hand for prompt shipment to western customers. Please order direct from Rototox firm. But I will supply western customers if you insist. Prices same.

Gladiolus Bulbs Priced per 100 Prepaid

25 or more bulbs at the 100 rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price UNLESS YOU REQUEST OTHERWISE. All plainly labeled.

Prepaid, Per 100	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches
ACADIA	\$ 4.00	\$ 3.20	\$ 2.40	\$ 2.00	\$ 1.60	\$ 1.20
AIDA	3.20	2.40
ALBATROSS	4.40	3.60	2.80	2.20
AMADOR	4.80	3.60	3.00
APRICOT GLOW	3.60	2.80	2.00
BAGDAD	4.00	3.00	2.40	1.80	1.20
BERTY SNOW.....	4.00	3.00	2.40	1.80
BETTY CO-ED.....	3.00	2.40	1.60	1.20	1.00
BETTY NUTHALL.....	4.00	3.00	2.40	1.60
BILL SOWDEN.....	4.00	3.20	2.80	1.80
BLUE ADMIRAL.....	10.00	8.00	6.00	4.80	3.20	2.40
BLUE TRIUMPHATOR.....	4.40	3.60	2.40
CHAMPLAIN	7.00	5.60	4.80	4.00
CHARLES DICKENS.....	4.00	3.00	2.40	1.80
COMMANDER KOEHL.....	4.00	3.40	2.40
CORONATION	4.00	3.20	2.80	2.00	1.60	1.20
DEBONAIR	4.00	3.20	2.80	2.00	1.60	1.20
DR. DURR	4.00	3.20	2.80	2.00	1.60	1.20
DR. MOODY.....	4.00	3.00	2.00	1.60
DUNA	4.00	3.00	2.00	1.60	1.00	.80
EARLY DAWN	4.00	3.00	2.40	1.80	1.20	1.00
EDITH ROBSON.....	4.00	3.20	2.80	2.00
GATE OF HEAVEN.....	6.00	4.80	3.60	2.80	2.00
GIANT NYMPH.....	3.60	2.80	1.80	1.40
GLADDIE BOY	3.00	2.00	1.60
GOLDEN CUP	4.00	3.00	2.20	1.60	1.20	1.00
GOLD MINE.....	4.00	3.20
J. VAN TETS.....	4.40	3.60	2.80	2.40	2.00
KING ARTHUR	5.00	4.00	2.40	1.80	1.20
LIBELLE	4.00	3.20	2.20	1.80
MAID OF ORLEANS.....	4.00	3.20	2.80	2.20	1.80	1.40
MAMMOTH WHITE.....	4.00	3.00	2.40	2.00
MARGARET FULTON.....	3.00	2.00	1.60
MARMORA	4.00	3.00	2.00	1.60
MILDRED LOUISE.....	4.00	3.20	2.80	2.40	2.00	1.60
MILFORD	20.00	16.00	12.00	10.00	8.00	6.40
MINUET	4.00	3.00	2.00	1.60
MISS GREELEY.....	4.00	3.00	2.20	1.80
MOTHER MACHREE.....	4.00	3.00	2.20	1.60
MR. W. H. PHIPPS.....	4.00	3.00	2.00	1.40
MRS. E. J. HEATON.....	8.00	6.00	4.80
OUR SELECTION.....	4.00	3.20	2.40	1.80
PELEGRINA	4.00	3.20	2.40	1.80
PFITZER'S TRIUMPH.....	4.00	3.00	2.40
PICARDY	3.60	2.40	1.60	1.20	.80	.60
RAMESES	3.20
RAPTURE	4.00	3.00	2.40	1.80	1.20
RED PHIPPS.....	4.00	3.00	2.20	1.80
RIDEAU	4.00	3.00	2.40	2.00
SALBACH'S ORCHID.....	3.20	2.40	1.60
SCHWABEN GIRL.....	4.80	3.60
SONATINE	9.00	8.00	7.00	5.00	4.00	3.00
SOUTHERN CROSS.....	3.60	2.80	2.00	1.40	1.20
STAR OF BETHLEHEM.....	14.00	12.00
SWEETHEART	3.00	2.00	1.60
WASAGA	4.00	3.00	2.00	1.60	1.00	.80
WURTEMBERGIA.....	3.20	2.40	1.80
EARLY BIRD MIXTURE.....	4.80	4.00	3.20
EXHIBITION MIXTURE.....	4.00	3.20	2.80	2.00	1.60

Gladiolus Wholesale Prices per 100 F. O. B. Boulder

25 or more bulbs at the 100 rate. If sold out size ordered, will send size smaller, adding more bulbs to make up difference in price, UNLESS YOU REQUEST OTHERWISE. All bulbs plainly labeled.

Per 100 Wholesale, F. O. B.	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches
ACADIA	\$ 2.40	\$ 1.80	\$ 1.40	\$ 1.20	\$ 1.00	\$ 0.80
AIDA	1.80	1.40
ALBATROSS	3.00	2.60	2.20	1.80
AMADOR	3.60	3.00	2.60
APRICOT GLOW	2.00	1.60	1.20
BAGDAD	2.00	1.60	1.40	1.20	1.00
BERTY SNOW.....	2.00	1.60	1.20	1.00
BETTY CO-ED	1.60	1.20	1.00	.80	.70
BETTY NUTHALL	2.00	1.60	1.20	1.00
BILL SOWDEN.....	2.80	2.40	1.80	1.60
BLUE ADMIRAL	8.00	6.00	4.00	3.00	2.40	2.00
BLUE TRIUMPHATOR	3.00	2.40	1.60
CHAMPLAIN	5.00	4.80	3.60	2.80
CHARLES DICKENS	2.00	1.60	1.20	1.00
COMMANDER KOEHL.....	3.00	2.60	2.00
CORONATION	3.00	2.40	2.00	1.40	1.20
DEBONAIR	2.40	2.00	1.60	1.20	1.00	.80
DR. DURR	2.60	2.20	1.80	1.40	1.20	1.00
DR. MOODY.....	2.00	1.60	1.20	1.00
DUNA	2.20	1.80	1.40	1.00	.80	.70
EARLY DAWN.....	2.50	2.00	1.60	1.20	1.00	.80
EDITH ROBSON.....	2.50	2.00	1.60	1.20
GATE OF HEAVEN.....	4.80	3.60	2.80	2.20	1.80
GIANT NYMPH.....	2.00	1.60	1.20	1.00
GLADDIE BOY.....	1.60	1.20	1.00
GOLDEN CUP	2.20	1.80	1.40	1.00	.80
GOLD MINE.....
J. VAN TETS.....	3.20	2.80	2.20	1.80	1.40
KING ARTHUR	4.00	3.20	1.60	1.20
LIBELLE	3.00	2.40	1.60	1.20
MAID OF ORLEANS.....	3.00	2.50	2.00	1.60	1.20	1.00
MAMMOTH WHITE.....	2.80	2.40	1.80	1.40
MARGARET FULTON	1.60	1.20	1.00
MAAMORA	2.20	1.60	1.20	1.00
MILDRED LOUISE.....	3.00	2.40	2.00	1.60	1.20	1.00
MINUET	2.40	2.00	1.40	1.20
MISS GREELEY.....	3.00	2.40	2.00	1.40
MOTHER MACHREE	2.40	2.00	1.60	1.20
MR. W. H. PHIPPS.....	2.20	1.80	1.40	1.20
MRS. E. J. HEATON.....	6.00	5.00	4.00
OUR SELECTION.....	2.40	1.80	1.40
PELEGRINA	2.50	2.00	1.60	1.40
PFITZER'S TRIUMPH.....	2.40	2.00
PICARDY	2.20	1.60	1.20	1.00	.70	.50
RAMESES	2.20
RAPTURE	2.40	2.00	1.60	1.20	.90
RED PHIPPS.....	3.00	2.40	2.00	1.40
RIDEAU	2.40	2.00	1.60	1.20
SALBACH'S ORCHID.....	2.00	1.60	1.20	1.00
SCHWABEN GIRL	3.00	2.40
SONATINE	7.00	6.00	5.00	4.00	3.00	2.40
SOUTHERN CROSS.....	2.40	2.00	1.60	1.20	1.00
STAR OF BETHLEHEM.....	12.00	10.00
SWEETHEART	1.80	1.40	1.20
WASAGA	2.20	1.80	1.40	1.00	.80	.70
WURTEMBERGIA	2.40	1.80	1.40
EARLY BIRD MIXTURE.....	3.20	2.80	2.40
EXHIBITION MIXTURE	2.80	2.40	2.00	1.60	1.40

Gladiolus Wholesale Prices per 1000 F. O. B. Boulder

250 or more bulbs at the 1,000 rate. All bulbs plainly labeled.

Per 1,000 F. O. B., Wholesale	Size 1 1 1/2 In. Up	Size 2 1 1/4-1 1/2 Inches	Size 3 1-1 1/4 Inches	Size 4 3/4-1 Inches	Size 5 1/2-3/4 Inches	Size 6 1/4-1/2 Inches
ACADIA	\$20.00	\$16.00	\$12.00	\$10.00	\$ 8.00	\$ 7.00
AMADOR	32.00	26.00	24.00
BAGDAD	18.00	14.00	12.00	10.00	8.00	7.00
BERTY SNOW	18.00	14.00	12.00	9.00
BETTY CO-ED	10.00	8.00	7.00	6.00
BETTY NUTHALL	18.00	14.00	10.00
BILL SOWDEN	24.00	20.00	14.00	12.00
CHAMPLAIN	40.00	36.00	28.00
CHARLES DICKENS	18.00	14.00	10.00	9.00
COMMANDER KOEHL	20.00	16.00
DEBONAIR	20.00	16.00	10.00	8.00	6.00
DR. DURR	22.00	18.00	14.00	12.00	10.00	8.00
DR. MOODY	18.00	14.00	10.00	9.00
DUNA	18.00	15.00	12.00	9.00	7.00	6.00
EARLY DAWN	20.00	16.00	11.00	9.00	7.00	6.00
GATE OF HEAVEN	40.00	32.00	26.00	20.00
GIANT NYMPH	18.00	14.00	10.00	9.00
GLADDIE BOY	14.00
GOLDEN CUP	18.00	15.00	12.00	9.00	7.00
GOLD MINE
J. VAN TETS	26.00	22.00	18.00	16.00	12.00
KING ARTHUR	36.00	30.00	12.00	10.00
LIBELLE	25.00	20.00	14.00
MAID OF ORLEANS	25.00	20.00	16.00	12.00	8.00
MAMMOTH WHITE	24.00	20.00	15.00	11.00	9.00
MARGARET FULTON	14.00
MARMORA	19.00	14.00	10.00	9.00
MILDRED LOUISE	25.00	20.00	16.00	12.00	10.00	8.00
MINUET	20.00	16.00	12.00	10.00
MISS GREELEY	25.00	20.00	16.00	12.00
MOTHER MACHREE	22.00	18.00
MR. W. H. PHIPPS	20.00	15.00	12.00	9.00
MRS. E. J. HEATON	50.00	40.00	30.00
OUR SELECTION	20.00	16.00	12.00
PELEGRINA	22.00	18.00	14.00	12.00
PICARDY	20.00	15.00	10.00	8.00	6.00	4.00
RAMESES
RAPTURE	20.00	16.00	14.00	11.00	8.00
RED PHIPPS	25.00	20.00	16.00	12.00
RIDEAU	20.00	16.00	12.00	10.00
SALBACH'S ORCHID	16.00	12.00	10.00	8.00
SCHWABEN GIRL	24.00	20.00
SONATINE	60.00	50.00	40.00	30.00	24.00	20.00
SOUTHERN CROSS	20.00	16.00	12.00
SWEETHEART	16.00	12.00
WASAGA	18.00	15.00	12.00	9.00	7.00	6.00
WURTEMBERGIA	20.00	15.00
EARLY BIRD MIX	28.00	22.00	20.00
EXHIBITION MIX	24.00	20.00	16.00	12.00	10.00

To Large Buyers: Growers, dealers and others who can use large quantities of a variety, or a good big order of assorted varieties of Gladiolus bulbs or bulblets, please mail me a definite list of the kind and quantities you can use from my catalogue. Chances are I can save you money on the lot. This is for large lots. Do not send me lists of a few bulbs of a kind for special quotations.

Bulblets Per Pkt., 100, 1000—Prepaid

The number of bulblets in a packet is based on somewhat less than the 100 price for that variety. Real good value always. The larger the order the more liberal the overcount.

	Pkt.	100	1,000	Qt.
Acadia	\$0.10	\$0.20	\$ 1.50	\$ 3.00
Aida10	.20	1.50
Albatross15	.25	1.80
Amador20	.40	3.00
Apricot Glow.....	.10	.15	.80	2.00
Ave Maria10	.15	1.00	3.00
Bagdad10	.15	.80	2.00
Berty Snow.....	.10	.15	1.00	2.40
Betty Co-ed10	.15	1.00	2.40
Betty Nuthall.....	.10	.15	.80	2.20
Bill Sowden10	.15	1.00
Blue Danube10	.15	1.00	2.40
Bob White15	.30	2.40
Champlain15	.40	3.60	10.00
Chas. Dickens10	.15	1.00	2.80
Commander Koehl ..	.10	.15	1.20
Coronation15	.25	2.00
Debonair10	.15	1.20	3.60
Dr. Durr15	.20	1.60	4.40
Dr. Moody.....	.10	.15	1.00	2.40
Duna10	.15	1.00	3.00
Early Dawn10	.15	1.00	3.00
Edith Robson.....	.10	.20	1.80	5.00
Fata Morgana10	.15	1.00	3.00
Gate of Heaven....	.15	.25	2.00
Giant Nymph.....	.10	.15	.80	1.80
Gladdie Boy.....	.10	.15	1.00
Golden Cup.....	.10	.15	1.00	3.00
J. Van Tets.....	.15	.40	3.00
King Arthur.....	.10	.25	2.00	5.00
La Paloma10	.15	.80
Libelle10	.15	1.20	3.60
Maid of Orleans...	.10	.20	1.60
Mammoth White...	.10	.15	1.20	3.80
Marmora10	.15	.80	2.20
Margaret Fulton...	.10	.15	1.00
Mildred Louise...	.10	.30	2.40	6.00
Minuet10	.20	1.60
Miss Greeley10	.20	1.60	4.00
Mother Machree10	.15	1.00	3.60
Mrs. Heaton.....	.20	.75	6.00
Mr. W. H. Phipps..	.10	.15	1.00	2.50
Our Selection.....	.10	.15	1.00
Pelegrina10	.20	1.60
Picardy10	.10	.60	1.80
Rameses10	.15	1.00	2.40
Rapture10	.15	1.20	3.00
Red Phipps10	.20	1.60
Rideau10	.15	1.20
Salbach's Orchid...	.10	.15	1.20
Schwaben Girl.....	.10	.25	2.00	6.00
Sonatine15	.40	3.00	10.00
Southern Cross10	.20	1.80	4.80
Spirit of St. Louis.	.10	.15	.80	2.00
Spray of Gold10	.15	1.00
Star of Bethlehem..	.20	1.60	12.00
Sultan10	.25	2.00
Sweetheart10	.20	1.80	5.00
Wasaga10	.15	1.20	3.00
Wurtembergia10	.20	1.60	5.00

See also page of rare Glads for additional bulblet prices.

Long's Long Season \$1.00 Glad Assortments Prepaid

(Read Conditions Very Carefully)

Each Assortment will be of one variety but the bulbs will be mixed sizes, from about ½-inch up to 1½ inches or so.

The idea is that different size bulbs bloom at different times.

So by planting the assorted sizes you get a **LONG SEASON OF BLOOM** of one variety from the one planting.

I'll send you plenty of bulbs to give you a good big \$1.00 worth of any **ONE** variety below.

Each Assortment is just one variety.

The bulbs are mixed sizes and the price for a single assortment is \$1.00, **PREPAID**.

Acadia	Mammoth White
Aida	Margaret Fulton
Amador	Mildred Louise
Bagdad	Milford
Berty Snow	Minuet
Betty Co-ed	Miss Greeley
Betty Nuthall	Mother Machree
Bill Sowden	Mr. W. H. Phipps
Blue Admiral	Mrs. E. J. Heaton
Champlain	Our Selection
Charles Dickens	Pelegrina
Commander Koehl	Picardy
Debonair	Pititi
Dr. Durr	Rameses
Dr. Moody	Rapture
Duna	Red Phipps
Early Dawn	Rideau
Edith Robson	Salbach Orchid
Fata Morgana	Salbach Pink
Gate of Heaven	Schwaben Girl
Gladdie Boy	Sonatine
Golden Cup	Southern Cross
Janet	Sweetheart
J. Van Tets	Talaroa
King Arthur	Virginia Skelly
Libelle	Wasaga
Maid of Orleans	Wurtembergia

Super Specials Any 5 Assortments for \$4.80. Any 10 for \$9.00, prepaid.

LONG'S LONG SEASON ASSORTMENTS have met with popular favor. Prolonging the blooming season of each variety seems to be just what many Glad fans like. And I give big values, too. Ask any who have had these.

EXTRA SPECIAL Long Season Mixture

Please note carefully that this is different from Long's Long Season Assortments.

The other \$1.00 **ASSORTMENTS** are all of one variety in each Assortment, and the variety labeled. The bulbs are mixed sizes that will be in bloom a long time.

These Long Season **MIXTURES** are made up of many varieties. The bulbs are also mixed sizes, but **Kinds not Labeled**.

"**SUPER SPECIAL**" because this Long Season Mixture contains many grand varieties seldom, if ever, used in mixtures of any kind.

The bulbs are blooming sizes, from half inch or so up to nearly inch and a half.

PRICES: (33 for \$1.00) (77 for \$2.00) (122 for \$3.00) (188 for \$4.00) (244 for \$5.00). All prepaid.



One of my fields of **RED PHIPPS Glads**
at the foot of the Rockies.

Red Phipps—A Winner

The blossoms have that charming Phipps sheen. Many open at a time.

Spikes long, straight and strong, but no excess baggage. Long flower heads.

Placement of florets splendid. Facing good. Florets set close to spike. No lippy, floppy habits. Ideal spike and buds for packing and shipping.

**SEE OTHER PAGES FOR
RED PHIPPS PRICES**

Scrambled Red Phipps! I don't know how it happened. I found one planting of my Red Phipps with a liberal sprinkling of Picardy. I began pulling out Picardy, but it was so grand that I didn't have the heart to do it, nor the time to mark each plant.

Here you are—**Scrambled Red Phipps** as is. **LARGE** bulbs are all No. 2 size. **MEDIUM** bulbs are part No. 3 and part No. 4. **SMALL** bulbs are part No. 5 and part No. 6.

Large Bulbs (17 for 50c) (40 for \$1.00) (88 for \$2.00) (200 for \$4.00) (440 for \$8.00). **PREPAID.**

Medium Bulbs (33 for 50c) (77 for \$1.00) (166 for \$2.00) (355 for \$4.00) (770 for \$8.00). **PREPAID.**

Small Bulbs (55 for 50c) (133 for \$1.00) (290 for \$2.00) (660 for \$4.00). **PREPAID.**



Red Phipps—"Red that IS Red"



Plenty Palmer's Pink Picardy

But I know better. This would not supply my customers. So I have several other plantings as large as this. It's a case of "The More the Merrier."

"Believe it or not," this glorious sea of Pink Picardy was produced from medium and small bulbs. And thousands of spikes were cut before this picture was taken.

Palmer's Pink Picardy at Practically Painless Prices

What a Glad! Originated by Mr. E. F. Palmer in Canada.

Color, soft shrimp pink, without flecking. Blotch of light flesh pink. Though gigantic in size, Picardy is anything but coarse. You just fall in love with it at sight.

That's what you think—maybe—when you see this snapshot of one of my Picardy plantings.

Picardy Bulbs, Prepaid

(5 at 10 rate, 25 at 100 rate)						
	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten	\$.50	\$.40	\$.25	\$.20	\$.15	\$.10
100	3.60	2.40	1.60	1.20	.80	.60

Picardy Bulblets

	100	1,000
JUMBO OR EXTRA LARGE	\$.25	\$2.00
Mixed Sizes, but none small	.10	.60

SCRAMBLED PICARDY AND RED PHIPPS, SPECIALLY PRICED. It happens in the best of growers' gardens—sometimes. Some of my Picardy liked Red Phipps so well that they moved right in. Turn to Red Phipps page for rest of the story.

\$10.00 WHOLESALE COLLECTIONS

One of the problems of large Gladiolus growers is to sell out all kinds and sizes as evenly as possible.

No two seasons alike, as to demand. One year certain kinds will be called for on most every order, while other kinds, even better and no higher in price, will be "wall flowers."

Next year many kinds that sold slowly the year before are in great demand. Never can tell. Often no reason or sense. Just happens.

Here's my plan to help equalize our Glad stocks, and keep many kinds moving more uniformly.

The plan is figured to your advantage as well as ours. Otherwise it would be a flop.

THIS IS THE PLAN: For \$10.00 I will ship you by express, you pay express, 500 Glad bulbs, part No. 1 and part No. 2 sizes, the total value of the 500 bulbs figuring not less (probably more) than \$15.00 at my f. o. b. 100 rates.

We select the varieties, sizes and quantities. All bulbs will be plainly labeled, giving the variety name, the size and the quantity in each bag.

There will not be an equal number of No. 1 and No. 2 bulbs. There will not be the same quantity of each variety.

But there will be 10 or more varieties in the Collection. Maybe just a few of some kinds, and more of others. But a good assortment of good kinds.

You can figure the total value in a few minutes as soon as you open up the package. (You'll be surprised.)

Now there you are. No less than \$10.00 worth sold this way. Two Collections, \$20.00, three for \$30.00, and so on. No discount, no matter how many you take. **BUT**, still more extra count will be sent if you order 2 or more of these \$10.00 Collections.

You are taking one of the "Long" chances I've talked about in the past, and that many have taken—and been "tickled pink."

500 bulbs, all No. 2 or larger, value not less than \$15.00, f. o. b. for \$10.00, express collect.

NOTE: I reserve the right to return money and cancel orders received after stocks sold too low to spare more of these Collections.

The Large, Lovely Glad

MILDRED LOUISE

MILDRED LOUISE is one of the largest, loveliest and best behaved Glads to date.

SURPRISINGLY EARLY, too, for such a large flowered type.

Pure deep salmon-pink, petals tipped strawberry pink, blending to pinary yellow in throat, with faint spectrum penciling.

The stem is tall, strong, flexible, but not clubby.

Very large, wide open florets are faced and spaced exceptionally well, 16 to 22 buds to the spike.

The petals are firm, so much so that one customer said to me, "That's the Glad with tin petals"—meaning very resistant to heat and rough handling.

One of the earliest varieties, so large and lovely. A wonderful Glad.

"It's got what it takes." One of the real topnotchers with a great future.

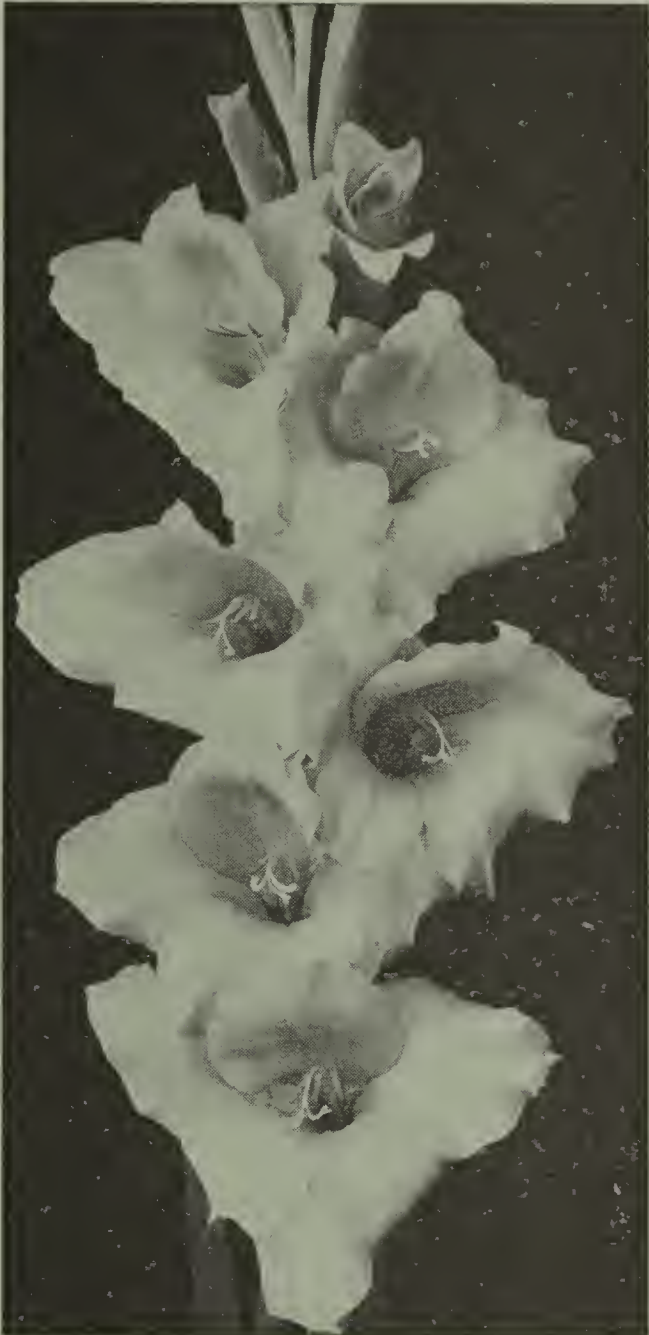
Never ask me which is the BEST Glad. None best. But I like this one immensely. It's so all around good, dependable, beautiful, lasting.

1938 Prices Greatly Reduced

New Mildred Louise Prices
(Prepaid anywhere the mails go.)

LARGE BULBS now 2 for 12c; 10 for 50c.
MEDIUM BULBS now 3 for 10c; 10 for 30c.
SMALL BULBS now 10 for 18c; 100 for \$1.60.

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
100	\$4.00	\$3.20	\$2.80	\$2.40	\$2.00	\$1.60
Bulblets	(25—10c) (100—30c) (1000—\$2.40)					



Mildred Louise



Miss Greeley

Big Early Pink Glad—Miss Greeley

Much like one of its parents, W. H. Phipps, but so early that it is done blooming before Phipps begins. Originated by Mrs. Elizabeth Briggs.

What makes Miss Greeley especially valuable is that florists accept it as Phipps, and are tickled the color of Miss Greeley to get it several weeks before Phipps shows color.

Mr. P. J. Pentecost, "The Phipps King" of Indiana, is enthusiastic about both Miss Greeley and Red Phipps for his cut flower trade.

Another Indiana Glad fan says Miss Greeley bloomed in 69 days for him and spikes were fine.

Miss Greeley is too early for most Glad shows, hence seldom "among those present." Or, if shown, then usually from small bulbs, or the "leavin's" from patch about out of bloom. Thus has little chance for prizes. Commercial growers who woke up and bought Miss Greeley are cashing in at the early high prices for blooms.

Miss Greeley Prices, Prepaid
(5 bulbs at 10 rate. 25 at 100 rate.)

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten	\$0.50	\$0.40	\$0.30	\$0.25	\$0.20	\$0.15
100	4.00	3.00	2.20	1.80

New Glads *at Originator's Prices*

TWO NEW FROM MRS. KINYON

Iosco (Kinyon.) Wentworth's description: "Exhibition type. Ivory buff. Introduced 1937. This is the largest, most open flowered yellow variety that I have ever seen. I saw it in the fields 6 ft. high with eight or more 6-inch flowers in bloom at one time. The color can only be classed as a light ivory buff, though it will be known generally as a good yellow exhibition variety. Gigantic in every way as to height, florets, stem, leaves and buds. Bulblet growth looks as sturdy as that of No. 6s in most varieties."

Prepaid price—\$1.50 each. Large sizes only for sale.

White Spire (Kinyon.) Wentworth's description: "A tall growing variety, the tips of the spikes standing 4 to 5 feet from the ground. The florets are perfectly placed, the 5-inch blossom neither crowded nor widely spaced on the stem. The petals are chamois-like in substance, being thick and resilient. The stems are heavy and will hold upright 8 massive blooms open at once. The dark green leaves are broad and straight. The white of this variety is most lovely, being a pure glistening white with no markings. The long, tapering spike head will carry 18 to 24 buds. The spike may be cut in tight bud, for shipping, and will open to perfect size and condition. Germination and propagation qualities are excellent."

Prepaid price—\$1.50 each. Large sizes only for sale.

THREE MITSCH INTRODUCTIONS

Rima (Mitsch.) A new Giant lavender-pink, about the color of Salbach's Orchid. A much larger Glad than MINUET, opening 5 or 6 immense blooms at one time on a spike as tall as PICARDY (of which it is a seedling). The beautiful orchid tone is set off by a pure cream throat. Strong, healthy grower. Blooms fine from medium and even small bulbs.

PREPAID PRICES FOR RIMA

Per	No.1	No.2	No.3	No.4	No.5	No.6
Each.	\$ 3.00	\$ 3.00	\$ 2.50	\$ 2.00	\$ 1.50	\$1.00
10 ...	24.00	24.00	20.00	15.00	12.00	8.00

Bulblets: Each 30c; 10 for \$2.40.

Zuni (Mitsch.) Some experts say this is today the world's No. 1 Smoky Gladiolus. A rich, sparkling silvery-rose, lit by a large terra cotta throat. Many 6½-inch florets open at one time.

Prices for ZUNI—Same as for RIMA.

Irak (Mitsch.) A silvery-grey sport of Bagdad. Finer color than MARMORA, and taller. A giant novelty.

Price for IRAK—50c each; 10 for \$4.00, for any size. (No bulblets for sale till next year.)

THREE PRUITT ORIGINALS

(These Descriptions are by the originator.)

PRUITT PRICES BELOW

Ellen Marie (Pruitt.) Salmon-pink, carrying from 6 to 9 blooms open at one time. Flowers very large, of exhibition type. Beautifully ruffled. Almost self color. No flecking. Early. Growing medium height with stiff, wiry stem. Should be planted deep or heavy flowers will pull it over in loose soil.

Of these three Pruitt Seedlings, I've seen but one—ELLEN MARIE. If I were running to catch a train and had to describe ELLEN MARIE in a hurry, I'd say: "It's a deeper toned PICARDY and a whale of a good Glad."

Leona (Pruitt.) A very rich rose-red. Medium late, tall growing, carrying from 6 to 8 fine, large, ruffled flowers open at one time. A good keeper and a good grower. Was first seedling at the Havre de Grace show this year. Was a great cut flower for us this past summer. Much admired by all who saw it.

Valeria (Pruitt.) A very unusual soft shade of red. Called a pink by some who have seen it. This gladiolus has given excellent account of itself everywhere grown. Was given an award of merit at the 1937 N. E. G. S. Trial gardens. It has from 4 to 6 large flowers open at one time on a straight, stiff stem. Never crooks, and scarcely ever has a flower out of place. Early and a good keeper when cut. Should become a great commercial as well as exhibition.

Here are Mr. Pruitt's own prices for his 3 seedlings. Note that all are same price and also you may take some of each to make up any certain quantity to get the quantity price. For example: You could order 5 ELLEN MARIE, 3 LEONA and 2 VALERIA for \$10.00, all No. 2 size bulbs.

PRUITT PREPAID PRICES

	No.1	No.2	No.3	No.4	No.5	No.6
Each..	\$ 2.00	\$ 1.50	\$ 1.00	\$.75	\$.50	\$.35
10	15.00	10.00	7.50	5.00	4.00	3.00
100 ...	100.00	75.00	50.00	35.00	20.00	15.00

BULBLETS—2 for 25c, 10—\$1.00, 100—\$5.00, 1000—\$25. All bulbs and bulblets prepaid.

Peggy-Lou (Wilson - Evans.) Smooth, deep shrimp pink with a rosy cast, and slight peppering of deeper rose in throat. Very similar to PICARDY in every way except that PEGGY LOU is deeper in color.

Was declared the champion seedling bloom at Pennsylvania show. Flower head (not spike, but head) measured 37 inches.

ORIGINATOR'S OWN OFFER: One bulb, ¾ inch or larger, and two No. 6 bulbs for \$3.00 prepaid. Sold only in combination.

Shirley Temple

A beautiful new heavily ruffled immense cream (almost white), with deeper yellow throat.

Six well placed blooms of heavy substance on a long spike of eighteen florets. Edges of petals beautifully frilled. You will say that the name, SHIRLEY TEMPLE, just fits.

Husky foliage, yet grows from five to six feet tall, and is a good propagator. Quite likely to bloom from bulblets, the spike and blooms being smaller, of course, than from bulbs, but lovely.

This wonderful new Glad, originated by D. S. Pruitt, is one of the best of this year's introductions and is destined to become as popular a star with Glad lovers as its namesake is in the movies.

On exhibition at the Oregon Glad Show a year ago, Shirley Temple was awarded first for the best seedling in the show, the largest individual floret and was easily the best spike in the entire show.

Shirley and her parents saw this Glad on display and graciously consented to its being named for America's little sweetheart.

PRICES: (Large bulbs \$3.75 each) (Medium bulbs \$2.00 each) (Small bulbs \$1.00 each) (Bulblets 50c each, 10 for \$4.00, 100 for \$25.00).

PRICES FOR ALL SIX SIZES SHIRLEY TEMPLE

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Each..	\$ 5.00	\$ 3.75	\$ 2.50	\$ 2.00	\$ 1.50	\$ 1.00
Ten...	40.00	30.00	20.00	17.00	12.00	10.00

"BETTY CO-ED"

The Glad with "That School-Girl Complexion" "Betty Co-Ed," a decorative type, as medium size blossoms.

The spike is taller than usually found in the decoratives. Not inclined to crook in hot weather as much as many varieties, but usually some gracefully curved spikes, which work in fine for vase and basket displays.

The color is light cream-pink, with deeper creamy throat, a combination highly prized among Glad fans and florists.

Betty is pleasing in the garden, but shows off best when brought indoors and placed in a vase or basket all by herself.

To get a real eyeful of this lovely Glad, you should see it in masses, both in garden and as a cut flower.

Betty's specialty is bouquets, in vases, baskets, bowls. A dream. Be sure to arrange a low bowl of Betty Co-ed tips. It's marvelous.

Betty Co-Ed Prices Prepaid

	No. 2	No. 3	No. 4	No. 5	No. 6
Ten	\$0.40	\$0.30	\$0.25	\$0.20	\$0.15
100	3.00	2.40	1.60	1.20	\$1.00

\$1.00 Co-Ed Assortment

(8 No. 2) (10 No. 3) (18 No. 4) (22 No. 5).



Shirley Temple



Pfizer's Lovely Pink Glad—"SONATINE"

Introducer's description: "Color Atlas-rose, with small cherry-red blotches. The florets are exceptionally large, having very broad petals, and are strongly attached to the stems which grow to a height of 6 feet 6 inches. For cut flowers a wonderful future is predicted for Sonatine."

To me and many others, "Atlas-rose" means "watermelon-pink." At least I think of a luscious watermelon when I spy a grand spike of Sonatine.

Sonatine is one of the few Glads that you can cut without bending over—very much. You will have a fine long spike without cutting it low.

The spike is stiff and tough, seldom if ever crooks, ideal for shipping because buds lie close to the stem, and there is no excess baggage to the stem or spike.

Sonatine has been high priced, but this season we can offer it way below former prices and within the reach of all.

New Sonatine Prices: (Large, 12c; 10—\$1.00) (Medium, 2—14c; 10—60c) (Small, 10—30c). See other pages for prices on larger lots.

"Your Subscription Expires"

As the magazines announce, "Your subscription expires with this number."

There is one way to renew your subscription to a magazine. Pay up.

There are two ways to keep yourself in good and regular standing on our mailing list. One is to send an order. The other is to drop us a line asking for catalogues.

We do not expect an order from everyone, every year. No mail order house does. And we are not stingy with catalogues, so long as they last.

We appreciate names sent us by customers and friends. But wish such names "hand picked." Only one, or a few, from any one person. Cannot use long lists. Do not offer any pay or premiums for names. Consider that you do your friend as big a favor as you do us when you have us place a name on our list for "Long's Garden Book."

When to Take Up Bulbs

If your planting is not large, better let the Glads remain in the ground until well into October in most sections. But if the leaves turn somewhat yellow or brown, it indicates that the bulbs have matured and are ready to lift.

The plants from small bulbs and bulblets may not turn brown by freezing weather, so you must just take them up towards the end of the season, regardless of how the tops look. The bulbs will be OK, especially those from bulblets. Bulbs from bulblets may be stopped at any stage of their growth. Will cure and be good, sound planting stock for the next year. May shrink some, but this does not impair vitality.

But dig all bulbs before tops die down. Letting the bulbs remain in ground too long tends to bad looking and diseased bulbs,



Frilled Pink—"New Era"

Introduced jointly by Ellis and Majeski and described by them as follows:

"Eosine pink blended with La France pink. A pink that is PINK. We believe it to be the finest color of any Glad yet introduced. Soft cream throat, white midribs. Extremely ruffled (very frilled) 10 open florets and buds.

"Good placement and always straight. Heavy texture. Under subdued light it has no equal.

"1936 Shows—Illinois State Glad Show, first in both single and 3-spike class. In six showings NEW ERA is credited with seven blue ribbons."

(Large Bulbs, Each, \$3.50) (Medium Bulbs, Each, \$2.50) (Small Bulbs, Each, \$1.50) (Bulb-lets, Each, 25c; 5—\$1.00). See also page of Rare Varieties.

J. D. Sez, Sez 'e

"You can't have everything." Neither can a Glad.

The present yen of Glad originators and fans is to have large florets and as many open as possible. But what about losing the grace and symmetry found in varieties that do not "shoot the works" but unfold their blooms fewer at a time and prolong the display?

Consider the all-day sucker and the Esquimo pie! Or the ice cream cone! Some Glads may not be as spectacular or "yum-yum" as others, but they last a long time. Maybe Emerson foresaw the development of Glads when he pondered on the law of compensation. (By the way, I wonder if the kids in the Arctic Circle demand their money back if an all-day sucker doesn't last all day there in summer time.)

Glad news is good news, this year, regarding much lower prices on many of the near-new varieties that have all been wanted, but until now the prices have been rather too high to permit planting liberally of them.

"Let's look at the record." Turn back to prices last season and before, and compare with the new prices in this catalogue, for these and others: ACADIA, a Palmer Glad that has good stiff spike, lovely color combination, good placement. **AMADOR**, still scarce, but prices coming down somewhat. Same, regarding **BLUE ADMIRAL**.

DEBONAIR, DR. DURR and DUNA—three cheers for three glorious Glads. They don't have everything, but each is splendid. **DEBONAIR** sort of combines the advantages of the all-day sucker and the ice cream cone. **DR. DURR** I like more and more, on account of its lovely blooms, good habits and earliness. As for **DUNA**, like **WASAGA**, is one of those Glads you almost want to eat. **EARLY DAWN** is well named. Valuable for its earliness. Lacks some good points found in later bloomers. But you just can't have everything.

Stop crying for the moon and yellow Glads as large and fine as **PICARDY**. You can't have either—not yet. But **GOLDEN CUP** and **GATE OF HEAVEN** should dry your tears. Now cheaper. **GOLD MINE** large and good, but inclined to crooked spikes in warm weather. Verily, you can't have everything.

MAID OF ORLEANS, still the favorite white. Not the largest, but good size. Everything considered, including price, **MAID** is the tops. **STAR OF BETHLEHEM** similar, but larger and grand. Stocks of it still limited and prices not falling like an exploded skyrocket.

MAMMOTH WHITE a favorite with many. One spike looks like a bouquet at a distance, and just a few make a big display. Bulbs often rough and hard looking, but grow and thrive none the less. Could not supply demand for **Mammoth White** last year. Have larger supply this season, but will go fast.

And **KING ARTHUR**. My word! I almost forgot the king. Still king in its color class. Now much cheaper.

MISS GREELEY drags in so many good reports that I feel proud to have been the one to name and introduce it. Sure valuable account of being a real good pink, and also so early. Similar to **PHIPPS**, but much earlier, thus increasing the blooming season of **PHIPPS** and near-**PHIPPS**.

SOIL AFFECTS COLOR OF GLADS

Time and again some Glad grower is puzzled regarding the description in catalogue and the actual color of a variety in his or her garden.

I wonder that more has not been said about this in catalogues and magazines. A bright red Glad may bloom pink, or near-pink, if soil is extremely alkaline.

As I get it, if soil is what we say on the acid side rather than alkaline, the colors will be intensified, or at least normal. But alkaline soil tends to tone down, bleach, or give colors that washed out effect.

Soil also affects Glads in other ways. I've grown a variety in one field and wondered why others raved over a variety like that. Then I've planted it in another field, in different kind of soil, and had grand and glorious results.

Business Terms—

Safe delivery guaranteed.

All goods prepaid, unless otherwise noted.

Cash with order, or $\frac{1}{4}$ cash, balance C. O. D. Please do not ask for any other terms. **Money orders preferred.** But don't hesitate to send your personal check. We will pay collection fee at our bank. Coins or stamps for less than \$1.00 O. K. with us.

C. O. D. orders. Bear in mind that C. O. D. orders cost you extra for collection. Note we require $\frac{1}{4}$ down payment on C. O. D. orders.

Goods priced prepaid will be sent by parcel post or express, our option. If you specify a certain way and the other is cheaper, you pay the difference.

We ship promptly, or notify you if goods are to be sent later. So if you fail to receive goods or a notice within one week, please drop us a line at once. Don't wait. (Seeds are usually shipped same day order is received.)

I want you to report errors. Just drop me a line stating the trouble. That's enough. Don't need to sass me.

NON-WARRANTY—Owing to many conditions that may prevent the best seeds from growing and giving satisfaction, we, The J. D. Long Seed Company, therefore, in common with other seedsmen, give no warranty, expressed or implied, as to growth, description, quality, productiveness, or any other matter of any seeds, bulbs or plants that we send out, and we will in no way be responsible for the crop. If the purchaser does not accept the goods on these terms they are at once to be returned, and the money will be refunded.

Index

	Page		Page		Page
Acroclinium	15	Floss Flower.....	16	Peas	40
African Daisy.....	21	Forget-Me-Not	24, 25	Pepper	41
Ageratum	16	Four O'Clock.....	25	Petunia	19, 26
Alyssum Procumbens.....	21	Fox Glove.....	25	Phlox Drummondii.....	26
Amaranthus	24	Gaillardia	25	Pinks	26
Anchusa	24	Geranium	25	Pompon Dahlias.....	29
Anemone	18	Geum	25	Pop Corn.....	35
Antirrhinum.....	14, 27, 66	Gladiolus	45-63	Poppy.....	6, 7, 26
Asparagus	32	Godetia	22, 25	Portulaca	26
Aster	8, 9, 24	Gourds	23	Pumpkin	41
Baby's Breath.....	24	Gumbo	37	Radish	41
Bachelor Button	22, 24	Gypsophila	21	Rainbow Columbine.....	6
Balloon Vine.....	24	Helichrysum	16	Ranunculus	18
Balsam	24	Heliotrope	25	Rhubarb	41
Beans	32	Herbs	36	Rincinus	26
Beets	32	Hit or Miss.....	27	Rocky Mt. Columbine.....	6
Bent Grass.....	31	Hollyhock	15	Rock Garden Seeds.....	27
Boltonia	24	Hopi Bean.....	32	Rose Moss.....	26
Borecole	36	Iceland Poppy.....	7	Royal Sweet Sultan.....	20
Brussels Sprouts.....	33	Iris	31	Rutabaga	41
Butterfly Flower.....	17	Japanese Hop.....	25	Salpiglossis	27
Cabbage	33	Kale	36	Salsify	42
Calendula	24, 66	Kentucky Blue Grass.....	31	Salvia	21, 27
California Poppy.....	6	Kochia	21, 25	Satin Flower.....	22, 25
Caliopsis	24	Kohl Rabi.....	36	Scabiosa	18, 27
Canary Bird Flower.....	24	Labels	27	Scarlet Flax.....	27
Candytuft	24	Lady Slipper.....	24	Scarlet Sage.....	27
Cantaloupe	37	Larkspur	11, 25	Schizanthus	17
Canterbury Bells.....	20	Lavater	22	Sea Lavender.....	18
Carnation	16, 24	Lawn Grass Seed.....	31	Shasta Daisy.....	22
Carrots	34	Lettuce	36	Snap Dragons.....	14, 27, 66
Castor Bean.....	26	Lily-of-the-Valley	17	Spinach	42
Cathedral Bells.....	24	Linaria	14	Squash	42
Cauliflower	34	Linum	27	Statice	18
Celery	34	Lunaria	16	Stocks	25, 27
Celosia	24	Lupins	23	Strawberries	30
Centaurea Cyanus.....	22	Mallow	22	Strawflower	16, 27
Centaurea Imperialis.....	20	Marigold.....	1, 2, 25	Sugar Beets.....	33
Chinese Cabbage.....	33	Mangels	33	Summer Cypress.....	21, 25
Chinese Forget-Me-Not.....	24	Mexican Fire Bush.....	21	Sunflower	21, 23
Chives	34	Mexican Fire Plant.....	25	Sweet Alyssum.....	21
Chrysanthemum	24	Mignonette	26	Sweet Corn.....	35
Citron	36	Money Plant.....	16	Sweet Pea.....	12, 13, 27
Clarkia	19, 24	Morning Glory.....	1st Cover	Sweet Sultan.....	20
Clover	31	Moss Rose.....	26	Sweet William.....	20
Cobaea Scandens.....	24	Muskmelon	37	Swiss Chard.....	42
Coxcomb	24	Mustard	37	Tobacco Plant.....	26
Columbine	6	Nasturtium.....	26, 2nd Cover	Tomatoes	43
Corn	35	Nicotiana	26	Turnips	43
Cosmos.....	25, 1st Cover	Nudicaule	7	Vegetable Oyster.....	42
Cucumber	35	Okra	37	Vegetable Seeds.....	32-44
Cynoglossum	24	Onion	38	Velvet Trumpet.....	27
Cypress Vine.....	25	Onion Sets.....	39	Verbena	14, 27
Dahlias	28, 29	Ostrich Plume.....	24	Violets	17
Dahlia Seed.....	25	Painted Daisy.....	21	Wall Flower.....	20
Daisies.....	21, 22, 25	Pansy	3	Watermelon	36
Delphinium	10	Parsley	37	White Clover.....	31
Dianthus	26	Parsnips	37	Wild Cucumber.....	27
Egg Plant.....	33			Wood Labels.....	27
Endive	33			Zinnia.....	4, 5, 65
Escholtzia	6				
Evening Primrose.....	25				
Evening Scented Stock.....	25				
Everlasting Flower.....	16				

BOULDER, COLORADO

Express Office.

COLORADO Customers: Please Add State Sales Tax. Thanks.

ORDER BLANK—Continued

[illegible]

SHALL WE SUBSTITUTE? If cannot supply kind ordered, shall we send another, subject to your approval? Your answer_____

DOES YOUR NEIGHBOR WANT A CATALOG?

Please give name and address here:

FROM _____

STREET _____

P. O. BOX _____

R. F. D. NO. _____

CITY _____

STATE _____

PARK
A 3c
STAMP
HERE

THE J. D. LONG SEED COMPANY

BOULDER,

COLORADO

U. S. A.

Thank You - *J.D.*

NOVELTY ZINNIAS

Scabiosa-Flowered Plants about 3 feet high bear medium sized flowers remarkably resembling the popular annual Scabiosa. A grand mixture of colors, including crimson, scarlet, orange, yellow, pink and white. **Pkt. 10c.**

Gaillardia-Flowered Another new Zinnia type with attractive flowers of medium size carried on good stems. very free flowering. Colors range through mellow tones of rose, pink, bronze, yellow, orange, lavender, and combinations of these colors. Will bloom in 45 days. Mixed colors only. **Pkt. 10c.**

Crown O' Gold An outstanding novelty. Each petal of the flower is overlaid with deep golden yellow at the base, shading to lighter yellow at the tips. **Pkt. 10c.**

Fantastic "Fantasy" The most fascinating new type introduced for years. Fantasy is a very informal, happy-go-lucky, shaggy type—large enough to satisfy the desire for mass of color, yet small enough for graceful flower arrangement when cut. Mixed colors only. **Pkt. 10c.**

Early Wonder "Gypsy"

Different from all other Zinnias, often producing flowers within 40 days or less from time of sowing seed outdoors. The "Gypsy" flowers are borne on long wiry stems without lateral branches, an ideal cutting type. Deep orange. **Pkt. 10c.**

Mastodon Mixed Long's "All-in-One" special mixture of the largest and best types of Zinnias in all colors known to this popular flower. **Pkt. 10c.**



Zinnia—Scabiosa-Flowered

Lilliput So much smaller and so different that they do not compete with the foregoing types. Exceedingly useful and pleasing for table bouquets. And last for days when cut. Wonderful colors, mixed. **Pkt. 10c.** (For separate colors see page 4.)

Lilliput Pastel Shades A mixture comprising soft shades of apricot, peach, creamy yellow, shell pink, delicate salmon, light rose and orchid. Flowers small, compact and symmetrical in shape, borne in great profusion. Early blooming. **Pkt. 10c.**

Dahlia-Flowered

The immense blossoms with forms resembling Giant Dahlias suggested the name for this type. Colors range from gorgeous, bright and dazzling to the softer pastel shades. Mixed colors. **Pkt. 10c.** (For separate colors see page 4.)

Giants of California

Also called Mammoth. Similar to the Dahlia-flowered but many still larger, though the flowers do not have as great a depth as the Dahlia-flowered. Some shades of color not found in other types. Plants very vigorous and well branched. And do they bloom and bloom! Mixed colors. **Pkt. 10c.** (For separate colors see page 5.)



Zinnia—Gaillardia-Flowered (New Type)

**SPECIAL ZINNIA
COLLECTION**

1 Pkt. each of the above 10 kinds.

\$1.00 VALUE POSTPAID for 60c

Calendulas

(Scotch Marigolds)

Campfire Bodger's Improved Florist Strain. A vastly improved re-selected strain of the popular Campfire. Deep orange with scarlet sheen. Pkt. 15c, ½ oz. 40c.

Orange Shaggy Rich orange flowers of a shaggy, informal effect. Pkt. 10c, oz. 30c.

Apricot Queen A new color in Calendulas. Pkt. 10c, oz. 25c.

Chrysantha The large, double yellow flowers are loosely arranged, giving appearance of a Chrysanthemum. Pkt. 10c, oz. 30c.

Lemon Queen Double lemon. Pkt. 10c, oz. 20c.

Nankeen Double cream. Pkt. 10c, oz. 20c.

Orange King Special Florist Strain. Enormous double orange flowers. Pkt. 15c, oz. 40c.

COLLECTION

1 Pkt. each above seven varieties of Calendulas, value 80c, postpaid for..

50c



Calendula Campfire Bodger's Improved Florist Strain

New Rust-Proof Giant Snapdragons



All are extra large, and include the cream of colors in this Giant Rust-proof Strain. They bloom first year from seed, as well as second.

ALASKA. New White. Pkt. 15c.

CANARY BIRD. Yellow. Pkt. 15c.

LOVELINESS. Rose pink. Pkt. 15c.

BONFIRE. Rich scarlet. Pkt. 15c.

COPPER SHADES. Many shades from copper-orange to coppery-gold. Pkt. 15c.

PINK SHADES. Pure shade of pink, free from bluish tinge. All base branching, long stems. Pkt. 15c.

SALMON SHADES. New colors of Salmon hue. Pkt. 15c.

ANY TWO PACKETS FOR 25c.

COLLECTION

1 Pkt. each of the above 7 Snapdragons, value \$1.05, postpaid for

65c

MAXIMUM MIXED. Many giant rust-proof varieties mixed. Pkt. 10c.

"Baby Snaps" (Linarias), see page 14.

THE J. D. LONG

SEED COMPANY

BOULDER, COLORADO